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Kellogg's
Garden Beauty Book
1935

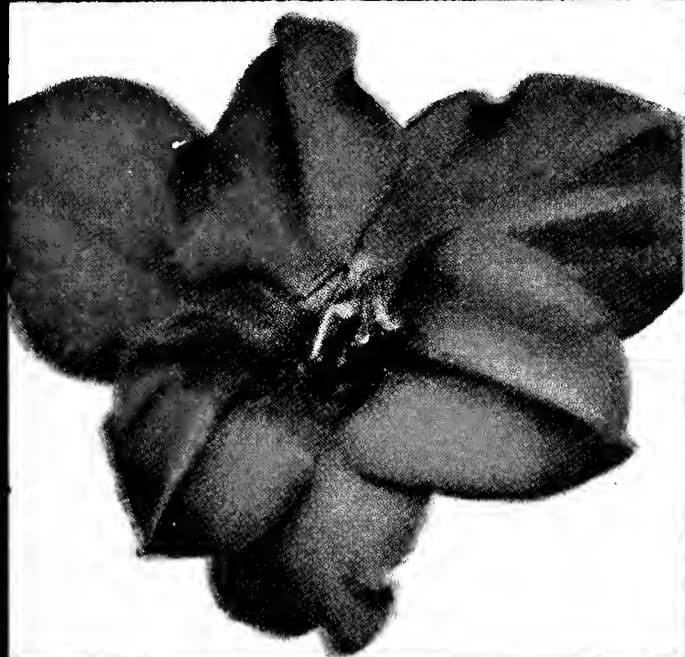


*Mildred
Louise*

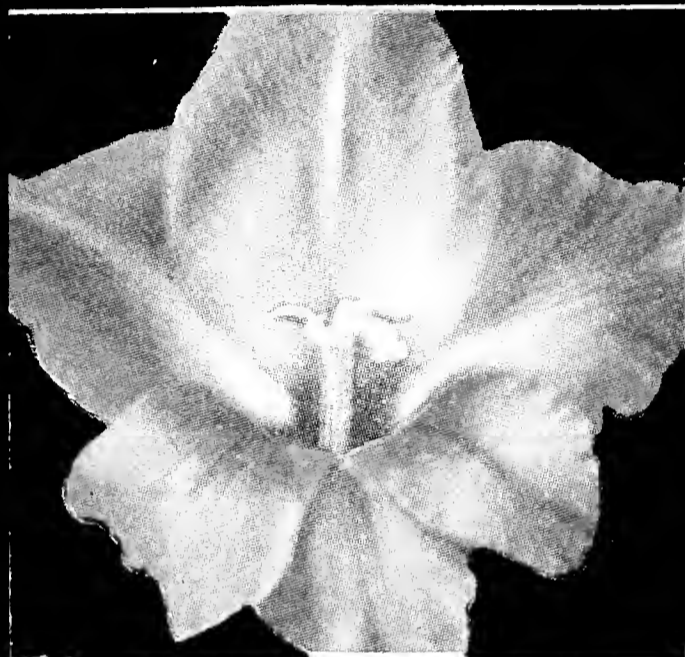
Picardy

R. M. KELLOGG COMPANY, THREE RIVERS, MICH.

Kellogg's Aristocrat Gladioli



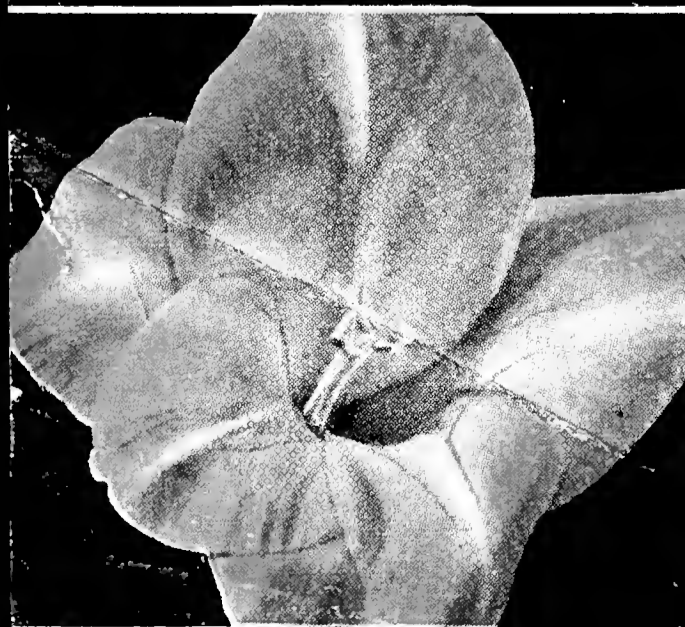
Commander Koehl



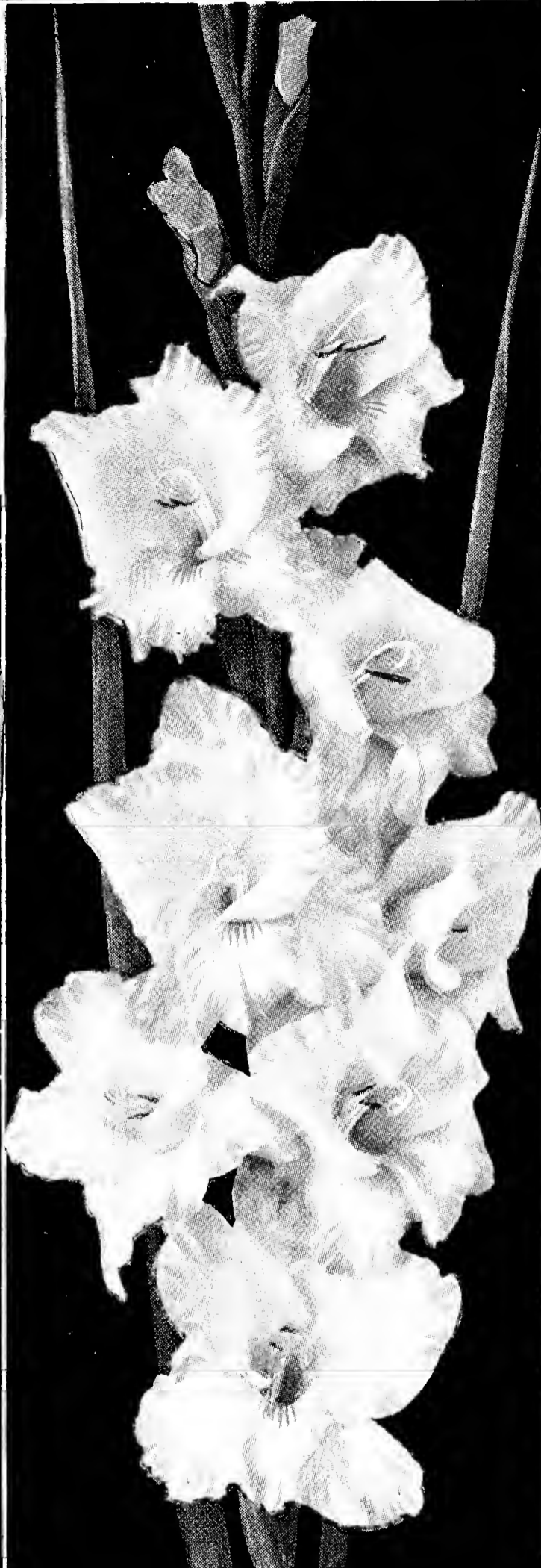
Cactus Rose



Red Phipps



Bertie Snow



Miss Three Rivers



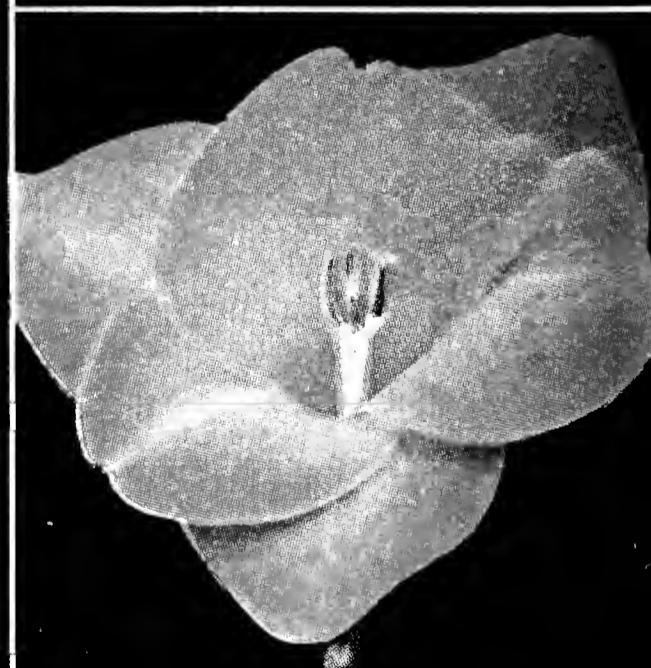
Miss Greeley



Morocco



Ave Maria



Margaret Fulton



Marmora

... THE BOOK OF Giant New Glads

If we should show you Mildred Louise and Picardy Gladioli full size, it would take a full page of this Garden Beauty Book for just one single flower—one whole page of this big catalog. Here are truly two of the grandest Glads ever originated. Just imagine single flowers (florets) 5 inches to 5½ inches and even more across, and whole clusters of them nearly 2 feet long—COUNTING OPEN FLOWERS ONLY! That's what these two gorgeous Glads give you, and with all their mammoth size they give you a quality of beauty not to be found in others. Their colors are the clearest, most delicate and most beautiful you ever saw. Petals most delicately textured—most beautifully shaped.

Mildred Louise (See Front Cover)

Indeed a grand and glorious Glad! Color is so beautiful it is difficult, yes, impossible to describe—and equally impossible to picture accurately. We have pictured it as closely as possible on the front cover but the colors are even more beautiful than shown there. Petals are a rich salmon-pink, fading into golden yellow at throat and are beautifully dashed and streaked with sunset red. Stamens slightly streaked with purple. Blossoms very beautifully formed and beautifully distributed on tall, grand spikes. Nature has indeed demonstrated her superiority as a color painter in Mildred Louise Glad. Note at right above some of the prizes Mildred Louise has won.

PRICES:

1 choice bulb	\$0.40	10 choice bulbs ..	\$ 3.00
3 choice bulbs	1.00	100 choice bulbs ..	24.00

PROGRESS ... 1 Blossom Fills Page

Prize Winners!

Both Mildred Louise and Picardy have made phenomenal records as prize winners at nationally known flower shows. Mildred Louise was the Gold Medal prize winner at Atlantic City Flower Show last year, winning first premium in all classes. It was also first prize winner in its class at the New York show, and in several classes at the Michigan and Indiana shows. Space prevents us from listing all the prizes won by this amazing variety. Picardy has made an equally long record of prizes won. You will be delighted with both of these beautiful "Glads."

Picardy (See Front Cover)

Just as beautiful, just as grand, just as glorious as Mildred Louise but slightly different in color—more of a clear pink than a salmon; beautifully painted with red in the throat. Blossoms every bit as large as Mildred Louise—5 to 5½ inches across, sometimes even larger.

Picardy, too, has been a wonderful prize winner. See the paragraph above.

PRICES:

1 choice bulb	\$0.15	10 choice bulbs ...	\$1.00
2 choice bulbs25	100 choice bulbs ...	9.00

Kellogg's "Book of Progress" Gladiolus Collection

**A \$4.00 Value
for Only \$3.00**

Your opportunity to save money on the beautiful Glads shown here. We give you 2 bulbs each of all the Glads shown on pages 1 and 2 (Mildred Louise and Picardy included), making 24 beautiful Glads in all.

We guarantee you at least a \$4.00 value.

Simply order Kellogg's "Book of Progress" Gladiolus collection and remit \$3.00, and the bulbs will be sent to you labeled.

Glads on page 2 (Color Page at Left)

Here are the aristocrats of Gladioli, here are the new and better varieties—flowers you can be proud of. Build your Gladiolus garden with these varieties and with Mildred Louise and Picardy.

COMMANDER KOEHL. Red! No modifying words need be used to describe the color of this Glad. It is RED—deepest, richest, most beautiful red you ever saw—and GRAND! Flowers measure more than 5 inches across and are closely borne and beautifully distributed on long, tall spikes—beautifully formed. Prices, 2 for 25c; 10 for \$1.00.

MISS THREE RIVERS. The grand thing about this Glad is the amazing height of its spikes, often 5 feet high. The beautiful thing is the wonderful tint of apple-green in the throat, one of the rarest colors to be found in flowers. Note the large ruffled creamy orchid flowers and beautiful placement on the spikes. Everyone should have Miss Three Rivers in their garden. Prices, 40c each; 3 for \$1.00.

AVE MARIA. Blue! Yes, here is a beautiful blue Glad. There are some streaks of violet and some purple it is true, but the basic color is true blue. Beautiful large blossoms nearly 5 inches across, closely and beautifully arranged so as to produce a spike in places half a foot wide. Prices, 2 for 12c; 10 for 50c.

CACTUS ROSE. Just imagine a beautiful flower in a shade of velvety red even more beautiful and soft than the color shown. Now take a little frost from an October morning and scatter it in the throat and you have an idea of the beauty of this wonderful Glad. Even taller than Miss Three Rivers, 5 to 6 feet. Absolutely one of the very best, finest, and tallest. Prices, 40c each; 3 for \$1.00.

RED PHIPPS. An amazingly beautiful flower. Blossoms are nearly as large as Mildred Louise and Picardy. Coloring is a rich, glorious red—clear and true. The blossoms come close together, giving a wonderful massed display of color. Prices, 2 for 25c; 10 for \$1.00.

BERTY SNOW. The picture will give you some idea of the amazing beauty of these flowers. Colors are delicate and pure and petals are so beautifully textured that you want to nestle them against your cheek. Prices, 2 for 15c; 10 for 50c.

MISS GREELEY. A rare, exotic flower of salmon-pink and purple that looks like rare Bohemian glass. The under shade is salmon-pink and over this the purple seems to flow in little rivulets producing identically the same effect that the Bohemians have so skillfully produced in their glass work, plus the beautiful velvety texture in the petals. Prices, 2 for 25c; 10 for \$1.00.

MOROCCO. A dusky, fascinating beauty! Black—real black—is a striking part of this color scheme. The under color is richest wine-red but it is liberally streaked with shades of midnight, and the flowers are velvety in texture, making it the richest, most striking Glad you ever saw. It hardly seems real, it is so beautiful. Wonderful shape, artistic grouping, large blossoms, tall spikes. Grand! Prices, 2 for 15c; 10 for 50c.

MARGARET FULTON. The beauty of this Glad lies in the compact arrangement of the flowers on the spike and the glorious coloring. And how they are colored! The tint is best described as like a half-ripe cherry—half way between rich salmon and cerise, and as clear, except for a slight yellowness in the throat. Prices, 2 for 45c; 10 for \$2.00.

MARMORA. Seems like a beautiful messenger from another world, its color scheme is so rare and unusual. An unusual shade of violet-mauve you have never seen before, dotted and splashed with other colors in strange, beautiful fashion. By all means include Marmora in your order. You must have it or your garden is not complete. Prices, 2 for 15c; 10 for 50c.

Kellogg's Blue Ribbon Gladioli

Blue Ribbon Gladiolus Collection

\$2.50 value
only \$1.65

This collection gives you 50 beautiful Glads of Kellogg's Blue Ribbon Varieties—as listed and described on this page, at least 20 different varieties and \$2.50 value guaranteed. Varieties, our choice but all labeled. One of the finest collections ever assembled. Price, only \$1.65 for the 50 large blooming size bulbs.

EXTRA
MERIT

The Gladioli described here are just as beautiful as those shown in colors on the front cover and on page 2. Order any of them with full assurance that you will get something extra fine. Many have won prizes at important flower shows. All blooming size bulbs—all will bloom this year.

Al Smith. Beautiful clear pink streaked with red. Beautiful effect! 1 for 20c; 5 for 90c; 10 for \$1.60.

Anna Eberius. Rhodamine-purple. One of the best tall growing purples. 2 for 10c; 10 for 40c.

Annie Laurie. Delightful light delicate pink. Tall, straight, beautiful arrangement. 2 for 10c; 10 for 40c.

Apricot Glow. Read the description of Orange Wonder, then imagine this same flower gorgeously streaked with red—that's Apricot Glow! 2 for 10c; 10 for 40c.

Betty Nuthall. A darling Glad! Lovely ruffled petals of dainty salmon-pink lightly streaked with a darker shade. Lower petals, yellow in throat with beautiful streaks of red. 2 for 12c; 10 for 50c.

Chas. Dickens. Better than Anna Eberius but very similar in color. Beautiful rich velvety purplish red, beautifully streaked with darker red. Light throat. 2 for 12c; 10 for 50c.

Col. Chas. Lindbergh. Very rare coloring. Red at edges fading to pink towards center, beautiful sunset throat. 1 for 20c; 5 for 90c; 10 for \$1.60.

Dr. Nelson Shook. Formerly sold for \$5.00 per bulb. Deepest, purest, most beautiful red you ever saw—velvety. Slightly lighter in throat. 2 for 10c; 10 for 40c.

Gene S. Porter. Glorious salmon-pink flowers, each with a crimson throat. 2 for 12c; 10 for 50c.

Golden Dream. Most beautiful pure golden yellow Gladiolus ever offered. Many first prizes. Judges declare best yellow ever produced. 3- to 4-ft. spikes, many pure yellow flowers at a time. 2 for 10c; 10 for 40c.

John S. Pirie. A gorgeous dandy! Rich purple petals fading to light mauve in throat—brilliant large yellow-rimmed splotch of red on lower petals. Gay! 2 for 10c; 10 for 40c.

Longfellow. Beautiful shrimp pink in color; flowers well placed. Tall! Graceful! 2 for 10c; 10 for 40c.

Louise. Do not confuse with Mildred Louise. Just as beautiful but color pure lavender. 2 for 10c; 10 for 40c.

Minuet. One of the most outstanding Glads. Blooms very large, beautiful lavender. 2 for 12c; 10 for 50c.

Mrs. Frank Beatty. Extra large delicate orange-salmon ruffled and crimped flowers, many open at a time. 2 for 15c; 10 for 60c.

MRS. F. C. PETERS. Fine strong grower with rose-lilac flowers bordered with crimson blotches; white on lower petals. Most magnificent! 2 for 10c; 10 for 40c.

MRS. LEON DOUGLAS. Strong grower—3- to 4-ft. spikes—magnificent large blooms of begonia-rose, striped soft orange-scarlet. Gorgeous! 2 for 12c; 10 for 50c.

MRS. VAN KONYNENBURG. Blue! Very similar in color and markings to Ave Maria, but not so much purple in the throat. 2 for 10c; 10, 40c.

ORANGE WONDER! Umm! What a beauty! Clear, beautiful orange clear into the throat. Indeed a wonder. 2 for 12c; 10 for 50c.

PFITZER TRIUMPH. Red! Just like the beautiful red little girls want for their dresses. It's beautiful! Throat frosted and has a streak of purple, too. 2 for 10c; 10 for 40c.

PRISCILLA COX. The darling of darlings. Handsome as a Rose. Beautiful pink streaked at edges with darker shades and fading to glorious yellow at the throat. 40c each; 3 for \$1.00.

ROSE ASH. Tall. Unique flowers. Large spikes. Oddity. Ashes of Roses color. 2 for 12c; 10 for 50c.

RUTH HUNTINGTON. Beautiful! Tall! Bright orchid with maroon throat. Flowers beautifully placed. 2 for 10c; 10 for 40c.

TARO. Some say that Taro cannot be told from Dr. Nelson Shook and surely it is a close rival. Color, markings, general description are the same. 2 for 12c; 10 for 50c.

VAUGHAN'S WHITE. Best white yet introduced. Strong grower. Many large, well expanded flowers of satiny white. 2 for 10c; 10 for 40c.

VEILCHENBLAU. Here nature's artist puts mortal artists to shame. Veilchenblau is beautiful violet streaked and dashed with purple. Blossoms nearly as large as Mildred Louise and Picardy. 2 for 10c; 10 for 40c.

VIRGINIA. Intense scarlet. Extra large, well-set flowers. Tall grower. 2 for 10c; 10 for 40c.

W. H. PHIPPS. Extra strong, 3- to 4-ft. grower. Many enormous flowers of La France pink overlaid with salmon-rose, lighter towards the center. Many first prizes. 2 for 10c; 10 for 40c.



Glory Mixture

The biggest variety of color ever put into one mixture. Ruffled and plain petaled big flowering varieties. Full color range. Delights everyone. A wonderful value for your money. A glorious display of gorgeous color. All standard, known varieties. Many prize-winners. Varieties not labeled. 25 big bulbs, 75c; 50, \$1.25; 100, \$2.00.



The Difference and The Reason

From F. E. Beatty,
Three Rivers, Michigan
to You

Dear Friends:-

The Best That Grows

Everything you get from Kellogg will be the very best that can be grown and complete planting instructions go **FREE WITH EACH ORDER.**

Isn't it a fact that you plant roses, shrubbery, ornamentals, perennials and bulbs because you want beautiful flowers and beautiful effect, and when you plant fruit trees and berry plants isn't it a fact that you plant them because you want to grow a big crop of delicious fruit? Then why not plant the kind of trees, bulbs, and plants that will produce the delicious fruit and beautiful flowers you want.

No doubt you have learned through your own experience and disappointment that there is a big difference in the flowering and fruiting quality of plants, bulbs, and trees, and no doubt you are wondering what makes this big difference.

Well, why do some hens lay more eggs than other hens? Why do some cows give more milk than other cows, and why are some dogs thorobred prize winners while other dogs are just plain mongrel dogs?

It's intelligent selection, breeding, watering and feeding that makes the big difference in both plants and animals, and whether you are buying hens, cows, dogs, or plants, you will have to pay the slight difference in the price to get the big difference in the quality.

We specialize in fancy, select nursery stock and bulbs, and when these bulbs and plants are dug, everything is carefully graded before it is shipped out. You get only the very best of the best.

We are well equipped to furnish you with that big difference in flowering and fruiting quality. Kellogg plants and bulbs are intelligently and efficiently selected, fed and watered. Our soil is heavily manured and fertilized and we have one of the largest overhead irrigation plants in America.

Kellogg plants never go hungry or thirsty. It takes the same intelligent selection, watering and feeding to produce the big difference in plants that it takes to produce the same difference in animals.

With our 48 years of experience we know how to produce beautiful flowering and heavy fruiting plants, and we know how to dig, grade and pack these plants and bulbs to get them to you in good condition, and to give you complete satisfaction.

I wish you could visit the Kellogg irrigated nurseries so I might show you the big difference and the reason for this big difference. Come whenever you can. You are just as welcome here as I am.

Sincerely yours,

F. E. Beatty

\$1.00 Value Free

If your order amounts to \$5.00 you may select an extra \$1.00 value **FREE.** Offer expires April 15th.

\$1.00 Perennial Bargains

BABY'S BREATH (*Gypsophila paniculata*). Beautiful as a foreground to shrubbery or for hiding unsightly places. Fine for rockeries; fine for trimming bouquets; exceedingly graceful and charming. Mistlike in effect. Grows 2 to 3 feet high. 20c each; 6 for \$1.00.

BABY'S BREATH and DAZZLER CARNATION together—Beautiful!!! Best way?—See 4-Way Garden at right.

CREeping BABY'S BREATH (*Gypsophila repens*). Like the above, but creeping in habit. Showers of white or pink flowers in July and August. State color wanted.

Repens. White. 20c each; 6 for \$1.00.

Repens rosea. Pink. 25c each; 5 for \$1.00.

BUGLE PLANT (*Ajuga reptans*). Fine fast spreading plant for carpeting. Grows dense. Likes shade. Foliage very compact. Pretty blue flowers, May and June. Easy to grow. 20c each; 6 for \$1.00.

MEADOW RUE (*Thalictrum*). Fine border or background; 2 to 3 feet high. Blooms June-July. Exquisite, unusual foliage. Two varieties:

Aquilegifolium. Purple flowers; foliage like Columbine.

Adiantifolium. Fernlike foliage with tiny pure white flowers. Price, 25c each; 5 for \$1.00.

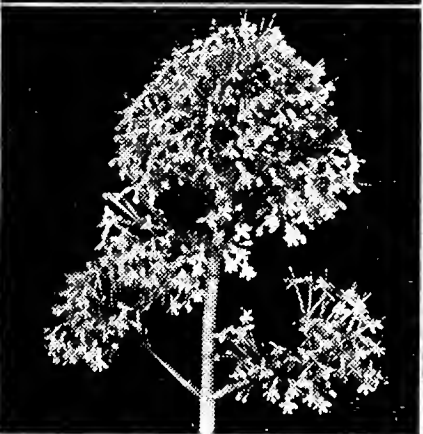
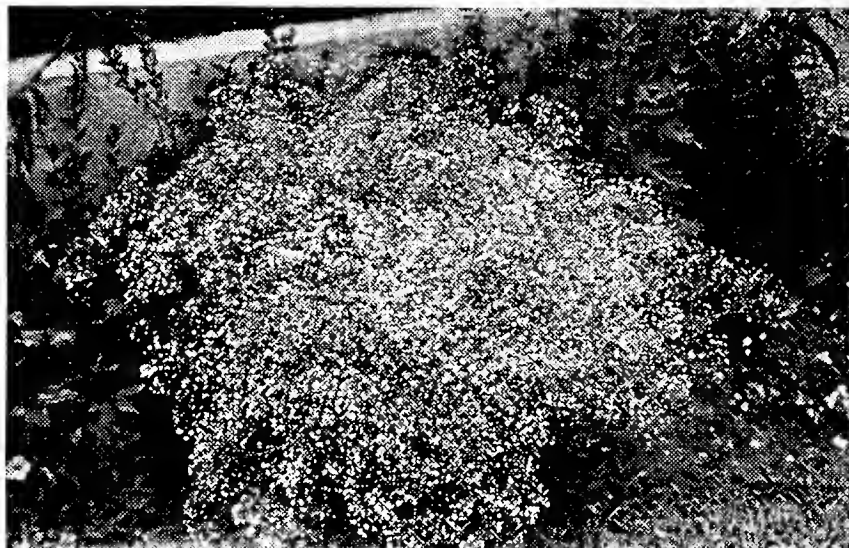
Kellogg's
MIRACLE PEAT—the
Friend of Plants. See page 60.

GARDEN HELIOTROPE (*Valeriana coccinea*) (Right). Showy rockery or border plant. 18 to 24 in. tall; rosy crimson flowers. 20c each; 6 for \$1.00.

GARDEN HELIOTROPE (*Valeriana officinalis*). (Not shown). Pretty heads of rosy white flowers, June and July. Odor like heliotrope. Grows 3 to 4 feet high. Very hardy. 20c each; 6 for \$1.00.

HARDY CARNATIONS (*Dianthus, Grenadin*). These delightful garden plants give you all the joys of hothouse Carnations right in your own garden. The plant itself is beautiful—narrow, silvery green foliage. Three colors, red, pink or white. 20c each; 6 for \$1.00.

MIXED CARNATIONS. Variety of colors. 8, \$1.



BABY'S BREATH and DAZZLER 4-WAY GARDEN

This garden gives you 20 perennial plants as follows:

- 1 Azaleamum.
- 6 Dazzler Carnations. (Page 64).
- 2 Baby's Breath.
- 11 Other Perennials, (Our Choice).

4 Planting Plans furnished with this garden. Guaranteed \$4.35 value. Price only \$3.95.

DAZZLER BLANKET FLOWER (*Gaillardia grandiflora*). New Dazzler variety. 10 to 18 in. high. Flowers orange-yellow with red centers. Blooms profusely all summer until late fall. Amazingly gorgeous in beds or borders. Fine for cut flowers. 20c each; 6 for \$1.00.

JAPANESE BELLFLOWER (*Platycodon grandiflorum*; Balloon Flower). So perfect in form as to seem made of wax. Decidedly beautiful bell-shaped or broadly cup-shaped, blue flowers on stems 1½ feet tall; all summer. Hardy, handsome. 20c ea.; 6 for \$1.00.

DOUBLE HOLLYHOCKS (*Althea rosea*). This double-flowering strain has all the show and splendor of old with the added attraction of large, double blooms. Grows 6 feet or more high. Four colors, blood-red, shimmering pink, clear yellow or lilac. 20c each; 6 for \$1.00.

HOLLYHOCK, ORANGE PRINCE. Brand new! Double flowers of most captivating brilliant orange. If you love Hollyhocks you will want this princely member in your garden. 40c each; 3 for \$1.00; 6 for \$1.75.

SWEET WILLIAM (*Dianthus barbatus*). So familiar it needs no description. Two choice varieties: Scarlet Beauty or Newport Pink. State choice. 20c ea.; 6, \$1.00.

\$1.00 Perennial Bargains

MAIDEN PINK (*Dianthus deltoides*). What a story of dainty beauty the picture tells! Here is one of the prettiest of border or rock garden flowers, making neat mats of foliage and bearing profusely of the bright little delicate crimson flowers. Grasslike leaves. Very easy of culture. 20c each; 6 for \$1.00.

HARDY FORGET-ME-NOT (*Myosotis palustris semperflorens*). A romantic little flower that is ideal for rockery or border. Does well in ordinary soil, but particularly likes a moist location. 4 to 6 inches high. Flowers sky blue. Blooms from May to September. 20c each; 6 for \$1.00.

SUN ROSE (*Helianthemum mutabile*). A delightful, beautiful little flower that appears profusely on low, spreading, evergreen foliage in beautiful colors of pink, yellow, white and orange — mixed colors. Flowers July to September. Fine for rockeries; does well in poor soil and hot sun. 25c each; 5 for \$1.00.

BLUE FLAX (*Linum perenne*). (Right). Flowers that bring a bit of the clear blue sky down to you. Each day brings forth new blooms. 18 inches high. May to August. Foliage distinctly bluish. 20c each; 6 for \$1.00.

GOLDEN FLAX (*Linum flavum*). (Not shown). Golden yellow instead of blue. May to August. Hardy, easy to grow. 12 inches high. 20c each; 6 for \$1.00.

BLUEBELL OF SCOTLAND (*Campanula rotundifolia*). Lovable clear blue little flowers on stems 12 inches high, dancing delightfully in the breeze. Blooms July to August. Very pretty, very easy to grow. Any well drained garden soil will do. 20c each; 6 for \$1.00.



GARDEN PINK (*Dianthus plumarius*). (Picture at left). An old-fashioned beauty. Continuous bloom of lively pink all summer. Grows 8 to 10 in. high. Very fragrant. Fine for edging in old-fashioned gardens. 20c each; 6 for \$1.00.

CRIMSON GARDEN PINK (*Dianthus latifolius*). (Not shown). The richest, reddest, hardy garden pink ever. Grows 8 to 12 inches high. Blooms all summer. Good rock garden plant. 20c each; 6 for \$1.00.

SPEEDWELL (*Veronica rupestris*). (Shown at left). Lustrous green foliage and masses of bright blue flowers in June. Fine for rock garden, borders or ground cover. Grows 3 to 4 inches high. June. 20c each; 6 for \$1.00.

DWARF SPEEDWELL (*Veronica repens*). (Not shown). Extremely low growing. Only 1 to 2 inches high. Light blue flowers, May and June. 20c each; 6 for \$1.00.

ROYAL BLUE SPEEDWELL (*Veronica amethystina*). (Not shown). Spikes of rich royal blue flowers, June and July. 10 to 12 inches high. 20c each; 6 for \$1.00.

BLUEBIRD FLOWER (*Veronica longifolia subsessilis*). (Shown at left). Flower spikes like pretty kitten tails that some mischievous youngster has dipped into rich blue ink. 2 feet high. Stands dry location extra fine. 25c each; 5 for \$1.00.

SPEEDWELL NO. 2 (*Veronica teucrium*). (Not shown). Pretty lively blue flowers, May and June. Very dense growing; dwarf. One of the best Speedwells. Grows 6 to 12 inches high. 20c each; 6 for \$1.00.

CARPATHIAN HARBELL (*Campanula carpatica*). Upright, dainty blue bells on rigid little stems. Crinkled foliage of lustrous deep green. A wonderful little gem for border or rockery. 20c each; 6 for \$1.00.

FREE!
\$1.00 Value.
See page 58.

\$1.00 Perennial Bargains

WOOLLY YARROW (*Achillea tomentosa*). It's difficult to say which is the prettier—the foliage or the flowers. Foliage is woolly and carpet-like and grows 6 or 8 inches high. Flowers bright yellow; July to September. Hardy and long blooming; easy culture. Fine for borders or rockeries. 20c each; 6 for \$1.00.

YELLOW MILFOIL (*Achillea ageratum*). Flowers similar to *Achillea tomentosa* but grow higher, 18 inches or more. Large and bright. July and August. Vigorous grower. Very showy. 20c each; 6 for \$1.00.

FREE!

\$1.00 Value! See page 58. OFFER EXPIRES APRIL 15TH.

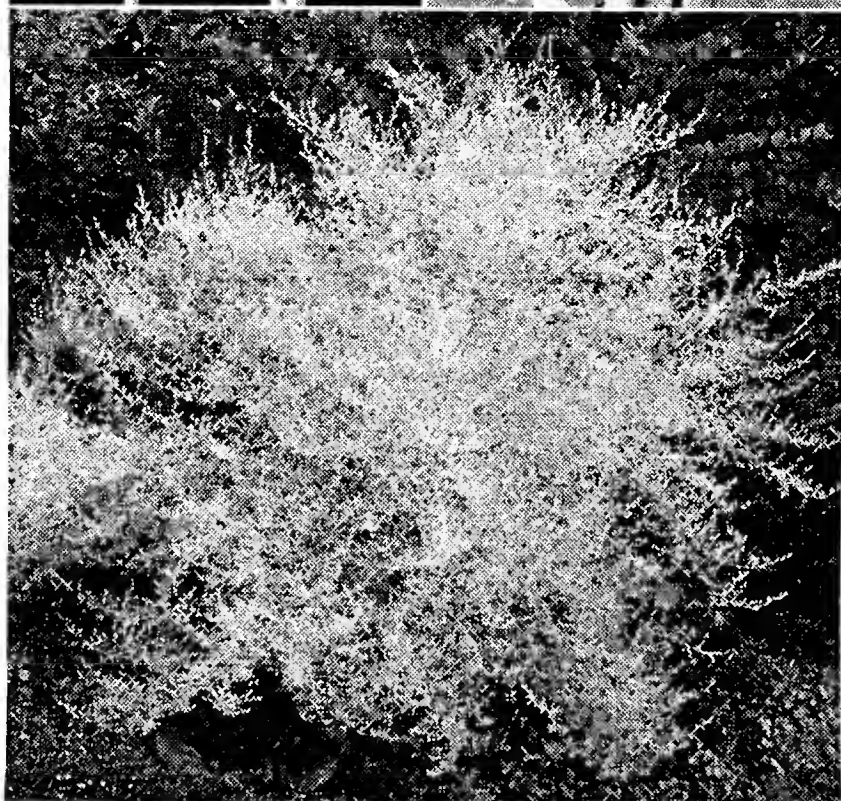
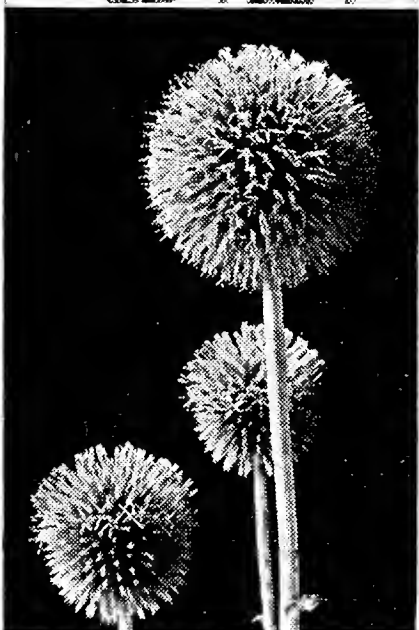
GLOBE THISTLE (*Echinops ritro*). Don't let your garden go without at least one oddity. They add character and distinctiveness and this one is decidedly pretty and different. Flower heads steel blue. July to fall. Grows 3 feet high with thistle-like foliage. Very extraordinary. 25c each; 5 for \$1.00.

GHOST PLANT—DAZZLER

4-Way Garden

Ghost Plant, Azaleamum (page 21) and Dazzler Carnation (page 64) are amazingly beautiful when properly planted together.

This garden features 3 Ghost Plants, 2 Azaleamums, and 4 Dazzler Carnations with rich supporting cast of 11 other beautiful plants and 4 different planting plans—4 best ways to arrange the garden. 20 plants, 7 varieties. We guarantee a \$4.75 value. Price: only \$4.25 complete.



MILFOIL (*Achillea, Boule de Nieve*). Note the dainty beauty of these flowers. Pure white all summer. Grows 12 to 18 inches tall. Fine for edging or borders. Easy to grow. 20c each; 6 for \$1.00.

POOLS and ROCK GARDENS

Romaine Ware's new book gives you plans costing several hundred dollars, for only 25c. See page 19.

SPANISH BAYONET

(*Yucca filamentosa*). Gives a decided Mexican touch to your garden. Looks fine near any stucco house and should absolutely be used where architecture is Spanish in type. Spikes 3 to 5 feet high with creamy white, inverted flowers rising from swordlike, evergreen foliage. 25c each; 5 for \$1.00.

POPPY MALLOW

(*Callirhoe involucrata*). A delightful mate for Evening Primrose. Blossoms very similar in shape but rich purplish crimson in color. Foliage different from Evening Primrose—trailing with finely cut leaves. Flowers have ivory-white centers. Blooms from early summer to late fall. Deserves great popularity. Grows 8 inches high. 30c each; 4 for \$1.00.

GHOST PLANT

(*Artemisia, Silver King*). A dusty miller from a silver mill. This plant looks as if dusted with fine silver dust; foliage soft and ghostly, silvery white in color. Fine as a background for lower growing flowering plants of brilliant color. Grows 2 to 2½ feet high. 20c each; 6 for \$1.00.

GHOST PLANT and DAZZLER CARNATION

With brilliant supporting cast of 11 other beautiful perennials—amazingly beautiful! See 4-Way Garden at left.

\$1.00 Perennial Bargains

OSWEGO TEA (*Monarda didyma*). This is the beautiful ragged gypsy of the flower world. Flowers are brilliant crimson with picturesque ragged form. June till August. One of the most brilliantly colored flowers. Grows 2 ft. high. 20c each; 6 for \$1.00.

FREE!
\$1.00 Value.
See page 58.

TICKSEED (*Coreopsis grandiflora*). Colors that dance and shine in the sunshine of your garden like a hundred brilliant punchinellos. Very showy, blooms freely; little care required. Flowers of pure golden yellow. 2 ft. high. 20c each; 6 for \$1.00.

GEUM COCCINEUM, Mrs. Bradshaw. Pretty bright red flowers from May to July. Plant grows 12 to 15 inches high and is adaptable to low borders or rock gardens. 25c each; 5 for \$1.00.

GEUM, Lady Stratheden. Almost exactly like Mrs. Bradshaw except flowers are rich golden yellow. Makes an ideal companion plant for Mrs. Bradshaw. 25c each; 5 for \$1.00.

PINK CORALBELL (*Heuchera brizoides*). Useful because of its long July to September blooming period and its rich green, beautiful foliage, which makes a wonderful background for the dainty coral-pink flowers. These are borne on erect stems 12 to 18 inches high. 20c each; 6 for \$1.00.

PERENNIAL PEA (*Lathyrus latifolius*). Vigorous growing climbing perennial with flowers and pods like Sweet Peas except they are not fragrant. Perfectly hardy and will quickly climb any support. Three colors, red, pink, white. State color. 20c each; 6 for \$1.00.



ROCK CRESS (*Arabis*). Pretty little rock plant growing 6 inches high bearing masses of bloom in April. May be had in the following varieties:

Alpina. White flowers. 20c each; 6 for \$1.00.

Alpina rosea. Pale pink flowers. 25c each; 5 for \$1.00.

HARDY MARGUERITE (*Anthemis tinctoria*). Golden yellow daisy-like flowers all summer. Foliage is fernlike and handsome. Grows 2 feet high. Makes excellent cut flowers. Thrives in any soil; likes sunshine. 20c each; 6 for \$1.00.

"The Friend of Plants." Success!
See page 60.

FLEABANE (*Erigeron speciosus*). Fine for massed colors and unusual effect. The flowers are large and violet-blue with yellow centers. Blooms June and July. Grows 2 feet high. Fine cut flowers. 20c each; 6 for \$1.00.

GIANT PURPLE CONE-FLOWER (*Rudbeckia purpurea*). This unique flower seems proud of its gorgeous, glistening, bronze cones—note how the petals lie back to display it. Petals are deep purple; cones glisten and shine like real metal. 3 ft. high. July to October. Easy of cultivation in almost any soil or situation. 20c each; 6 for \$1.00.

ROSE CAMPION (*Lychnis viscaria splendens*). Showy plant with brilliant red flowers July and August. Grows 1 foot tall. Good for beds, borders, or rockery. Easy to grow; ordinary garden soil; likes sun. 20c each; 6 for \$1.00. For other *Lychnis* see page 11.

MALTESE CROSS (*Lychnis chalcedonica*). Showy flower heads of most vivid scarlet in July. The flower, as the name implies, is shaped like a miniature cross. Grows 2 feet high. 20c each; 6 for \$1.00.

\$1.00 Perennial Bargains

(See Pictures in Color at Right).

Lychnis Haageana (Scarlet Champion).

The beautiful Scarlet Champion brings you red in a variety of shades. Flowers are scarlet, orange-scarlet, pink, and crimson, and appear in rapid succession during June, July, and August. Likes partial shade. Hybrids—random colors only. Flowers 2 inches across; 12 inches high. 20c each; 6 for \$1.00.

Candytuft (Iberis sempervirens).

One of the best spreading dwarf plants, producing dense masses of pure

white blooms in May—evergreen foliage—succeeds best when let alone—grows 8 to 12 inches across. Hardy. 20c each; 6 for \$1.00.

Great Sea Lavender (Statice latifolia).

Gives a beautiful misty effect when in bloom—produces myriads of minute purplish blue flowers in feathery fashion, 12 to 15 inches high, July and August. Large leathery dark green leaves. Rockery or border; excellent for dried bouquets. 20c each; 6 for \$1.00.

CARDINAL FLOWER (*Lobelia cardinalis*—*Indian Paint Brush*). Rich red fire for your garden. Flowers produced on strong 24- to 30-inch spikes. August to September. 20c each; 6 for \$1.00.

FOXGLOVE or FAIRY GLOVE (*Digitalis*). A legend says the name originally was folk glove, meaning Little Fairy's Glove. Leaves luxuriant; stems tall, strong, vertical. Easily grown. Beautiful for border or background. These are Shirley Hybrids with wide color range. 20c each; 6 for \$1.00.

RED HOT POKER or TORCH LILY (*Tritoma Pfitzeri*). You'll gasp at the illusion of real live flaming fire these flowers produce. 3 feet high. August to October. 30c each; 4 for \$1.00.

KENILWORTH IVY (*Linaria cymbalaria*). The Tiny Tim of trailing vines, and the daintiest of all. A wonder for endurance of bloom. Keeps it up all summer with minute lavender-pink flowers. Beautiful foliage. 20c each; 6 for \$1.00.

STOKES' ASTER (*Stokesia cyanea*). A late flowering beauty to prolong your blooming season. Delightfully ruffled blue flowers 3 to 5 inches across. 18 inches high. August and September. Easy to grow. 20c each; 6 for \$1.00.

JAPANESE ANEMONE (*Windflower*). Suitable for massing or alone. Grow 2 to 2½ feet high. Masses of blooms from August to November. Does fairly well in shade. Five choice varieties in many colors as described below:

Hupehensis. Early dwarf. 1 foot high. Suitable for border or rock garden. Flowers of beautiful mauve-rose. Early September.

Japonica Rubra. Flowers red. Borne in profusion until late fall.

Prince Heinrich. Red like Japonica Rubra, but more dwarf.

Queen Charlotte. Flowers are semi-double; soft pink in color.

Whirlwind. Double pure white flowers. The best white anemones.

Prices, all Anemone Japonica above, 30c each; 4 for \$1.00; 6 for \$1.25; 10 for \$1.75. Your choice of varieties.

CANTERBURY BELL (*Campanula medium*). Quaint, winsome flowers that you surely must order if you value a beautiful garden—large, beautiful flowers on 3-foot stems, June, July. Pink, blue, white or lilac—state color. 20c each; 6 for \$1.00.

PRIMROSE (*Primula veris*). Ideal for rockery or border; fine for shady spots. Come in a variety of colors—orange, yellow, cream, scarlet, and crimson. Broad leaves closely hug the ground. Flowers appear on tiny stems 4 to 8 inches high. Hybrids—colors nature's choice. 20c each; 6 for \$1.00.

ICELAND POPPY (*Papaver nudicaule*). The smaller your yard, the more important that you have Iceland Poppy, for they bloom all summer. Flowers 1 foot high, beautiful fernlike foliage. Colors: Pink, yellow, orange, white—nature's choice. 20c each; 6 for \$1.00.

Kellogg's 4-Way Flower Gardens

We send you a set of four planting plans with every Four-Way Garden (excepting Garden C, three plans). Plans are drawn in diagram form by an expert landscape architect. Show you just where to set each plant for best succession of bloom and best arrangement. The four plans give you a choice. Each plan is drawn in a different shape and you use the one that suits you best. Easy to use, no guess work. With these plans you will have an attractive, artistic garden—a thoroughbred garden that is truly beautiful.

Four-Way Garden A

Plants 30 square feet of ground.

4 Dazzler Carnations. Page 64\$ 1.33
4 Platycodon Grandiflorum. Page 680
4 Gaillardia. Page 680
1 Peony. Rose20
4 Foxgloves. Page 1080
5 Coreopsis. Page 9 1.00
4 Monarda. Page 980
6 Delphiniums. Page 33 1.00
6 Achillea Boule de Neige. Page 8 1.00
4 Iceland Poppies. Page 1080
5 Anemone Japonica. Page 10 1.25
21 Violas. Yellow, blue, purple. Page 14 4.20

Total\$13.98

SPECIAL PRICE, \$11.25

Four-Way Garden B

Plants 60 square feet of ground.

20 Candytuft. Page 10\$ 3.33
12 Lychnis Viscaria. Page 9 2.00
18 Great Sea Lavender. Page 10 3.00
8 Foxglove. Page 10 1.33
4 Red Hot Poker. Page 1067
6 Canterbury Bells. Page 10 1.00
10 Aquilegias. Page 17 1.66
10 Delphiniums. Page 33 1.66
8 Dazzler Carnations. Page 64 2.00

Total\$16.65

SPECIAL PRICE, \$14.95

Three-Way Garden C

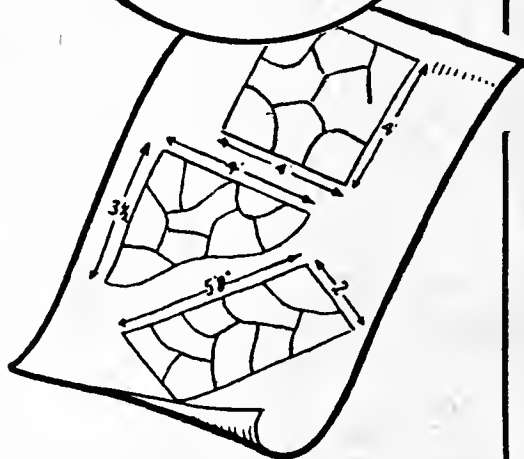
This beautiful little garden blooms all summer. (Only 3 plans furnished).

Plants 16 square feet of ground.

4 Achillea, Boule de Neige. Page 8	..\$0.80
4 Coralbells. Page 980
6 Anemone Japonica. Page 10 1.25
1 Artemisia. Page 820
5 Iceland Poppies. Page 10 1.00
9 Platycodon Grandiflorum. Blue.	
Page 6 1.50
4 Dazzler Carnation. Page 64 1.33
4 Gaillardia. Page 680

Total\$7.68

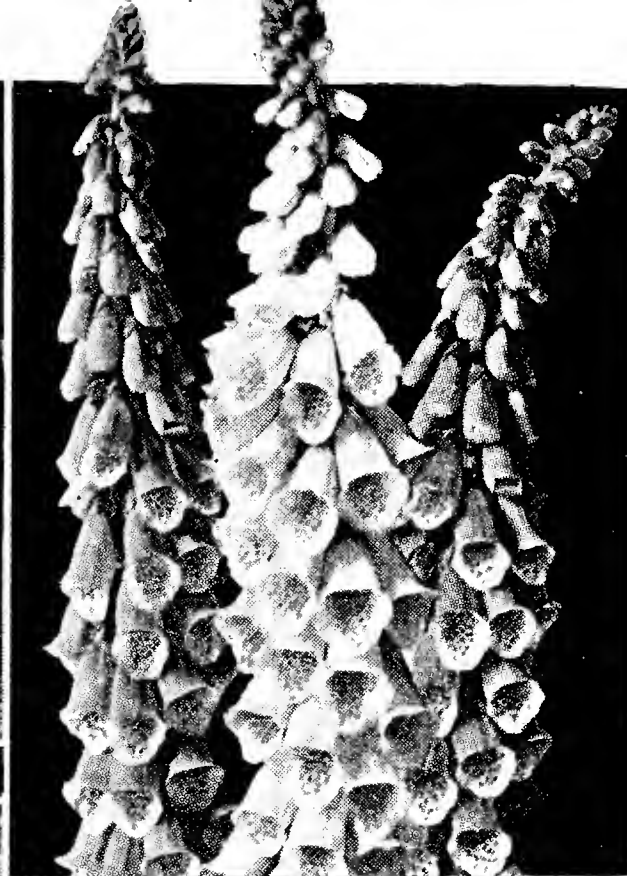
SPECIAL PRICE, \$6.35



Above you see how plans for Garden C come to you three on a sheet, each one of the three calling for the exact list of plants that you receive. You select the plan that suits you best.



Lychnis Haageana



Foxgloves



Japanese Anemone



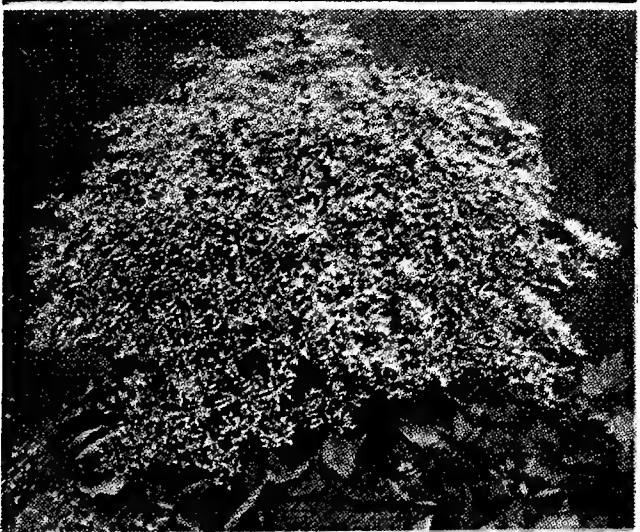
Candytuft



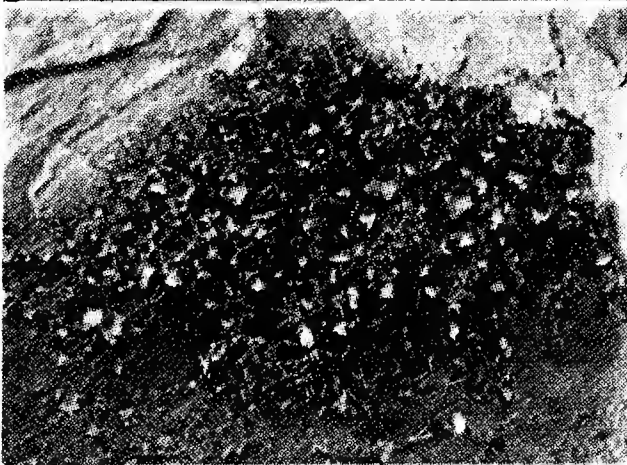
Tritoma



Canterbury Bells



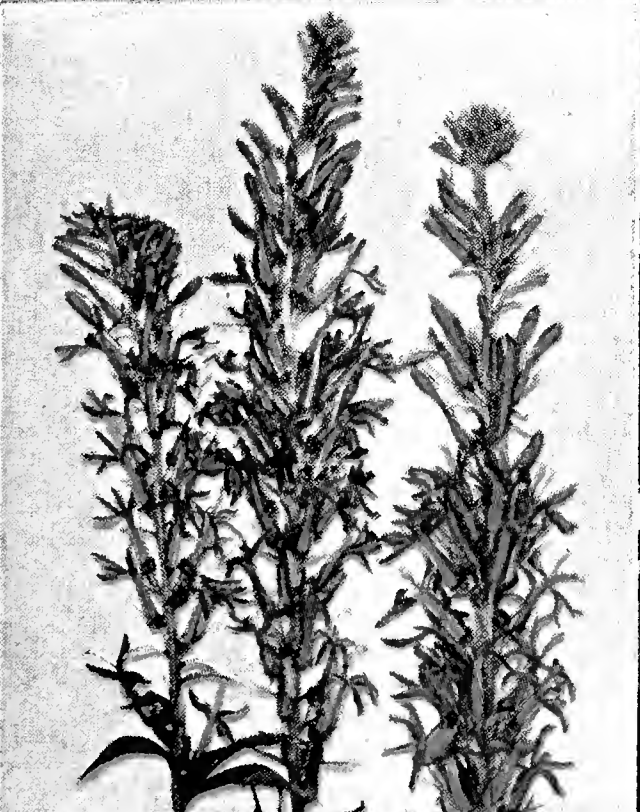
Sea Lavender



Kenilworth Ivy



Primrose



Cardinal Flower



Stokes' Aster



Iceland Poppy

Mammoth Size

Large, beautiful trumpets 7 inches long, 5 to 6½ inches across! Green-Throated Lily gives you a tremendous lot of beauty for your money.

NEW!

Green Throated

LILY

(Philippinense formosanum)

Everblooming

Apple-green throat! Here is one of the rarest colors to be found in flowers, and what a beautiful effect it makes! Most any other flower color can be found in abundance, but the emerald shades are rare. Every lover of unusual flowers should have Green-Throated Lilies!

The color pictures give some idea of Green-Throated Lily's beauty. Outside they are purest white; inside they are purest white with throat of the most delicate and beautiful apple-green you ever saw—a most beautiful flower!

Note: These Green-Throated Philippinense Formosanum Lily bulbs are from a new improved strain. The unimproved type produce unattractive colorings outside, which detract from the beauty of the flower.

EVERBLOOMING! Green-Throated Lilies make a new record in length of blooming season for Lilies. Starting in August they bloom heavily until stopped by heavy frosts. Often they continue until November first or later.

Price 8 for \$2

1 for\$0.40	4 for\$1.15
2 for70	6 for 1.60
3 for95	8 for 2.00

6 Blooming Stalks from One Bulb

Count the blooming stalks in the picture at the left. There are 6 stalks and all of them are from only one single bulb of Green-Throated Lily. Often they produce more. We counted 35 blooming pods on this one plant at one time. Green-Throated Lily is the most liberal flowering of all Lilies.

Everblooming! And don't forget that Green Throated Lily is everblooming. Loads of flowers from August until November.

FROM JAPAN

We went clear to Japan for these new Improved Green-Throated Lily bulbs. Do not confuse them with ordinary Lilium Philippinense Formosanum. This new improved strain is the only strain that can be relied upon not to produce disfiguring outside colorings.



BARGAINS in Beautiful LILIES



LILIUM HENRYI

(Above)

A fine tall Lily—3 feet or more high. In addition to its height, its beautifully colored blooms are deep apricot of a wonderful shade. Blooms during August and September. Each, 35c; 3 for 90c; 12 for \$3.00.



Regal Lilies.



SPECIOSUM LILIES

Beautifully shaped Lilies, free blooming in August on tall upright stems. Picture above shows shape—colors as below.

RUBRUM. Flowers rosy white spotted with crimson. 35c each; 3 for 90c; 12 for \$3.00.

ALBUM. Pure white with a green band traversing each petal. 40c each; 3 for \$1.00; 12 for \$3.50.



CROCEUM LILY

Lily lovers, here's a prize for you! Here is a Lily that thousands and thousands of people have never seen. Very scarce! Plant it and you have something unique, unusual, beautiful.

Flowers are beautiful orange-yellow with just a tinge of red and the whole thing is oddly and beautifully peppered with small black spots. Price, 50c each; 2 for 90c; 3 for \$1.25; 6 for \$2.25; 12 for \$4.20.

REGAL LILY

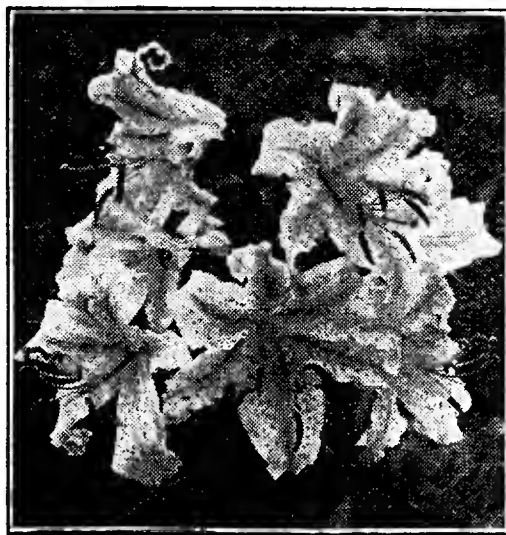
(Left)

Hard to beat. Hardy! Beautiful! Tall growing! Blooms are snowy white with gilded throat and veins of crimson on outside of petals. We have counted as many as 22 mature blooms on one flower head. Blooms June and July. 20c each; 3 for 45c; 10 for \$1.00; 25 for \$2.00; 100 for \$6.50.

WHITE JAPANESE EASTER LILY

(*Longiflorum giganteum*) (Right)

This fragrant Lily can be forced to bloom at Easter-time. It is also unparalleled as an outdoor sort. Immense trumpet-like blooms of pure white. Blooms June to August. 35c each; 3 for 90c; 12 for \$3.00.

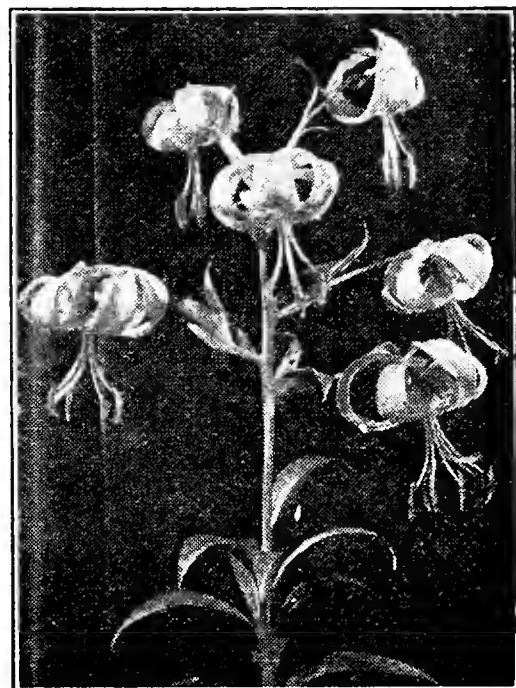


GOLD-BANDED LILY

(*Auratum*)

(Above)

Gorgeous beyond belief. Broad petals of white with maroon markings. Each petal traversed by a rich gold band producing a most unusual color effect. Blooms July and August. 35c each; 3 for 90c; 12 for \$3.00.



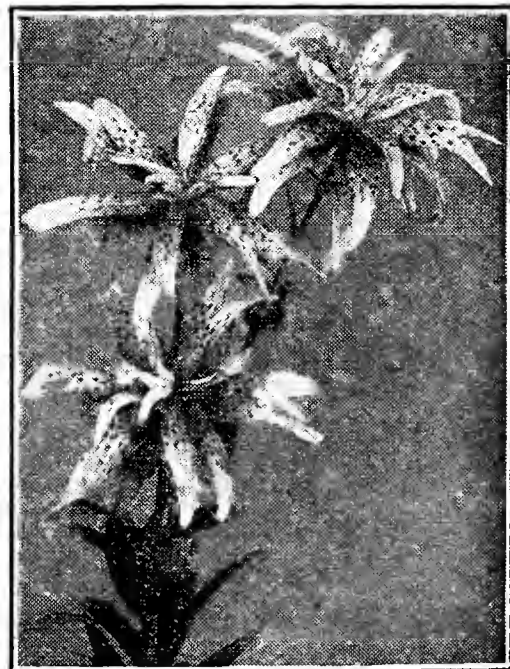
CORAL LILY

(*L. tenuifolium*)

A beautiful little scarlet midget. Plant *Tenuifolium* out front in your Lily bed or use it in your rock garden. One of the prettiest little Lilies in cultivation. Grows 18 inches high with coral-red flowers. 30c each; 3 for 75c; 12 for \$2.50.



White Japanese Lilies.



TIGER LILY

A brilliant beauty. Color deep rich orange with black spots. Free blooming, tall growing. Comes in 2 shapes.

DOUBLE. (Shown above). 35c each; 3 for 90c; 12 for \$3.00.

SINGLE. (Similar in shape to Speciosum Lilies but color as above described). 25c each; 3 for 65c; 12 for \$2.25.

\$1.00 Perennial Bargains

TUFTED PANSIES (*Viola Cornuta*). These little beauties are the jewels of any garden. Planted in groups or as an edging plant they bloom continuously all through the summer. Four varieties:

Lutea. Golden yellow.
Hansa. Lavender-blue.
Apricot. Clear apricot.
Jersey Gem. Rich violet; fragrant.

Prices: All Violas, 25c each; 5 for \$1.00.

SEA HOLLY (*Eryngium amethystinum*). True blue thistle. Gives a delightfully bizarre effect to your garden. Perpetually challenges your interest. 2 ft. high. Beautiful during July and August. Charming in dried bouquets. 20c each; 6 for \$1.00.

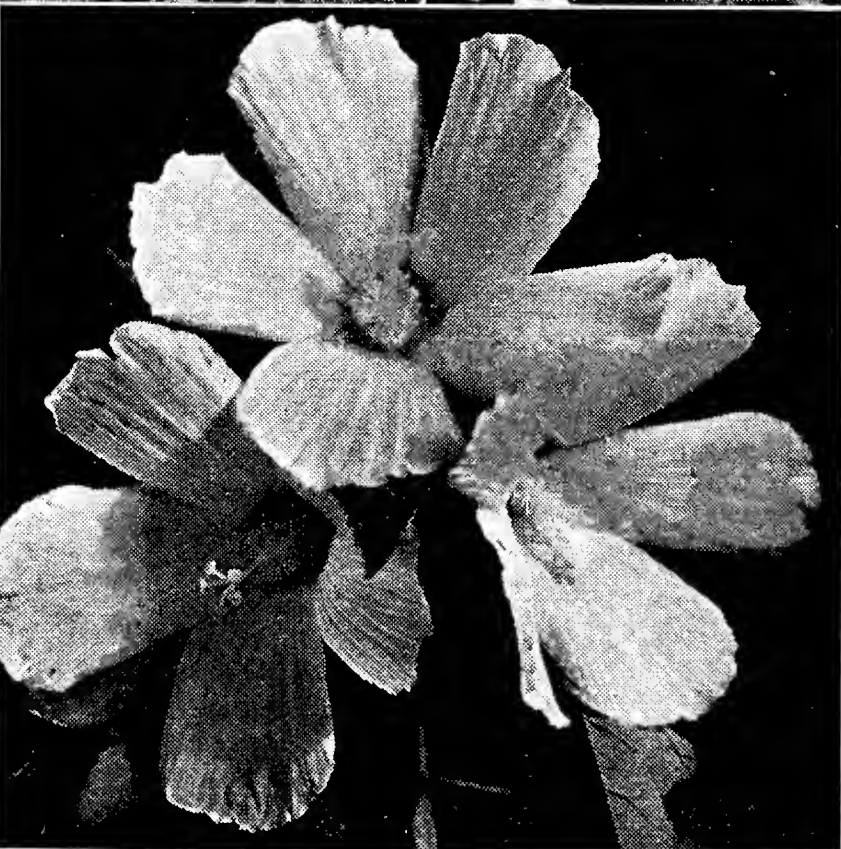
MULLEIN PINK (*Agrostemma coronaria*). Useful plant for the border. Bright crimson flowers in June. Foliage is silver-gray. Extra fine shade plant. Grows 2 feet high. 20c each; 6 for \$1.00.

4-WAY GARDENS!
 Beautiful effect.
 Pages 6, 8, 10.

PASQUE FLOWER (*Anemone pulsatilla*). One of the most delightful of early spring flowers. April and May. Large, violet-blue flowers delightfully formed as shown in picture. 9 to 12 inches high on stout stems. One of the best of Anemones. Wonderful in the rock garden. 25c each; 5 for \$1.00.

HIBISCUS (At Right). A giant among perennials. Thought of by many as a shrub. Grows 4 to 5 feet high with blooms very much like single hollyhocks, but foliage much prettier. Needs plenty of room as the plant attains a width of 3 to 4 feet each season. Very showy. Three colors, red, pink, white. State color. 20c each; 6 for \$1.00.

MIRACLE PEAT
 The friend of plants.
 See page 60.



ENGLISH VIOLET, Prince of Wales. Not shown—similar to Violas. This favorite is known to all flower lovers for its color, form and rare fragrance. Grows 8 inches high with flowers of rich deep purple. 25c each; 5 for \$1.00.

(Picture at left is Blazing Star)

BLAZING STAR OR KANSAS GAY FEATHER (*Liatris pycnostachya*). Not content to beautify the summer months only, this flower can be used for dried bouquets during the winter. Blooms appear in August and September—beautiful, tall, lavender, plummy spikes, 2 to 3 feet in height. Stems completely covered with leaves like lily stems. Very showy. 20c each; 6 for \$1.00.

ALYSSUM (*Madwort*). Fine border or rock plant, with masses of bright yellow flowers. Two kinds, as follows, state choice:

Saxatile compactum. Green leaves, yellow flowers. Blooms May.

Argenteum. Silver foliage, yellow flowers. Blooms June-July.

Both grow 12 to 15 inches high and are fine for either rock or border. Easy to grow. 20c each; 6 for \$1.00.

WOOD ANEMONE (*Anemone sylvestris*). (Pictured at left). Lovely perennial growing 10 to 12 inches high with flowers of pure white. Likes cool, moist places. Blooms during May and June. 25c each; 5 for \$1.00.

SEDUMS (Hardy Stonecrop) (Sedums not Shown)

Prices (excepting Sedum Sieboldi): 20c each; 6 for \$1.00. Six varieties as follows:

Spectabile, "Brilliant." Grows upright 12 to 18 inches high; broad leaves, sparkling red flowers.

Reflexum. 3 to 4 inches. Foliage green, flowers yellow.

Kamtschaticum. 6 to 8 inches. Broad green leaves, yellow flowers.

Spurium Coccineum. 6 inches. Dark foliage, crimson blooms.

Album. 3 inches. Very small leaves, white flowers.

SEDUM SIEBOLDI. Foliage round and a beautiful gray-blue, borne thickly upon stems 6 to 8 inches long. Flowers of rare pink, August and September. Do not miss adding this rare plant to your garden. 35c each; 3 for 90c; 6 for \$1.50.

\$1.00 Perennial Bargains

COAT FLOWER (*Tunica saxifraga*). Tiny shimmering flowers of pretty pink that seem to float over beautiful low green foliage. Fine for rockery or border. 20c each; 6 for \$1.00.

AUBRIETIA HYBRIDS (*False Wall Cress*). Dwarf rock garden or edging plant with glaucous green foliage. In the spring and early summer this little plant is alive with flowers of pink and lavender shades. Grows 5 to 8 inches high. 25c each; 5 for \$1.00.

PLUMBAGO LARPENTAE (*Leadwort*). Dwarf, spreading plant. Flowers are about one inch in diameter and of clear, deep blue. Grows 6 to 8 inches high. Excellent for either border or rock garden. 20c each; 6 for \$1.00.

HEN AND CHICKENS (*Sem-pervivum*). Plant in cracks or crevices in rock wall, or where other plants fail for want of root space or moisture. Two varieties:

Globiferum. Flattened rosettes 2 to 3 in. across with gray-green leaves. Pale yellow flowers.

Tectorum. Broad rosettes, green leaves with brownish tips. Pale red flowers.

Price on above varieties, 20c each; 6 for \$1.00.

MOSS PINK (*Phlox subulata*). Makes a beautiful blanket of pink in the early spring. Foliage beautiful evergreen and mossy; a perfect carpet. Two colors: pink or white. 20c each; 6 for \$1.00.

FREE!

\$1.00 Value. See page 58.
OFFER EXPIRES April 15.

ANCHUSA ITALICA (*Dropmore*). A fine border plant growing 3 to 4 feet high with heads of blue flowers in June. Broad pubescent (hairy) leaves. 20c each; 6 for \$1.00.



SNOW-IN-SUMMER (*Cerastium tomentosum*). A succession of bloom all summer may be had from this extremely fine plant. Flowers white. Foliage silver gray. Grows 6 to 8 inches high. Very spreading habit. 20c each; 6 for \$1.00.

ROMAINE WARE

Nationally Known Expert—plans your pool or rock garden for only 25c. See page 19.

GROUND IVY (*Nepeta Mussini*). Dwarf, compact plant with silvery gray foliage producing myriads of lavender-blue flowers all spring. Blooms occasionally during summer. Fine edging plant. 20c each; 6 for \$1.00.

HYPERICUM REPTANS (*St. John's Wort*). Extremely prostrate plant with fernlike foliage and large brilliant yellow flowers. July and August. Succeeds in most any soil, but particularly useful in sandy soils. Flowers later and longer if partly shaded. 20c each; 6 for \$1.00.

MOUNTAIN THYME (*Thymus serpyllum*). A fine, beautiful ground cover where grass seems unable to grow. Has many small, lilac-purple blooms. Can be walked upon or mowed without injury. Does well most anywhere. 20c each; 6 for \$1.00.

SAPONARIA OCYM-OIDES (*Soapwort*). Prostrate plant producing myriads of rosy pink blossoms in May and June. Plant is extremely hardy and does well in almost any location. 20c each; 6 for \$1.00.

EDELWEISS (*Leontopodium alpinum*). This is the flower for which Alpine lovers endanger their lives, proving their devotion by bringing it from dangerous spots to their sweethearts. Grows only 4 to 5 inches high. Leaves are silvery in color with pale yellow flower heads. The entire plant is woolly-like. Very unusual. 25c each; 5 for \$1.00.

\$1.00 Perennial Bargains

MOUNTAIN DAISY (*Aster alpinus*). Beautiful, beautiful lavender-blue flowers with orange centers. Grows 5 to 10 inches high and blooms May and June. 20c each; 6 for \$1.00.

FREE!
\$1.00 Value. See page 58. OFFER EXPIRES APRIL 15TH.

DAY LILIES (*Hemerocallis*). Bloom may be had all summer if a number of varieties are planted, such as listed below.

Flava (*Lemon Lily*). Grows 2½ to 3 feet. Fragrant, lemon-yellow flowers in June.

Florham. 3 to 3½ ft. Large, golden yellow with darker markings. June and July.

Dr. Regel. 1½ to 2 feet. Fragrant, orange-yellow flowers May and June.

Kwanso. 2 to 2½ ft. Double flowers of bronzy orange. July and August.

Thunbergi. 3 to 3½ ft. Pale yellow trumpets in July.

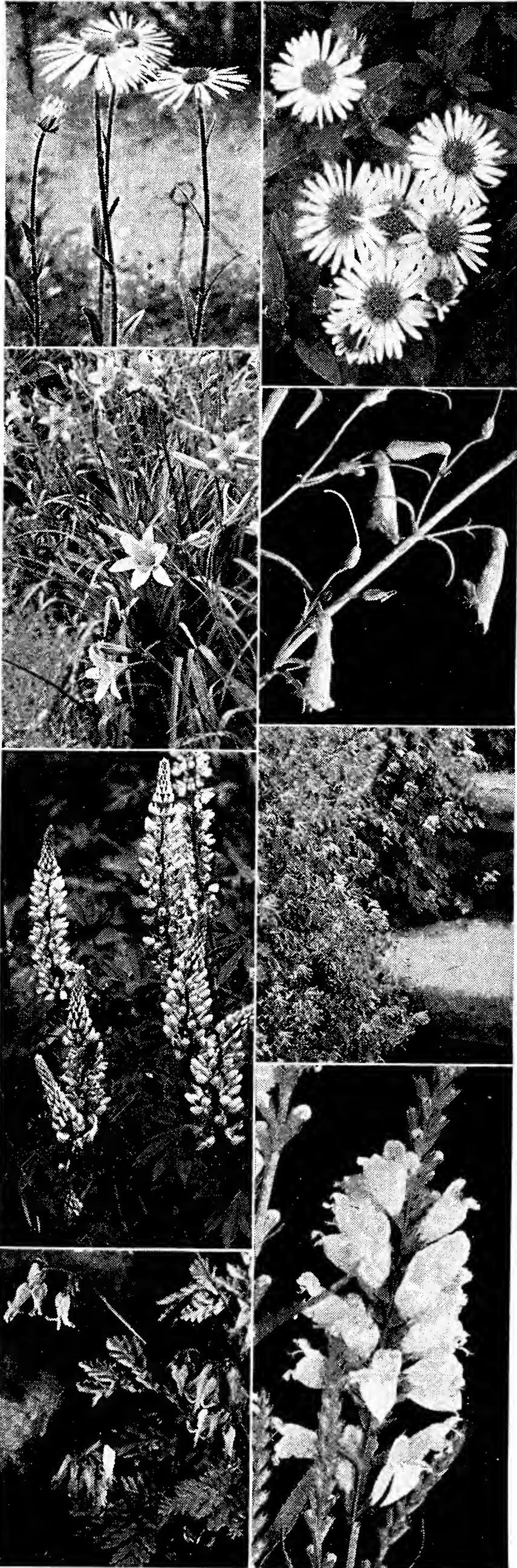
Prices, any of the above, 20c each; 6 for \$1.00.

HARDY LUPINE (*Lupinus polyphyllus*). Favorite perennial with handsome foliage and spikes of gorgeous pea-shaped flowers on stems 2 to 3 feet high. Blooms in early spring. Comes in mixed colors, blue, pink and white. We cannot guarantee colors. 20c each; 6 for \$1.00.

POOL and ROCK GARDEN PLANS that cost SEVERAL hundred dollars, yours for 25c. See page 19.

PLUMY BLEEDING HEART (*Dicentra eximia*). A beautiful dwarf growing variety bearing graceful racemes of rosy red flowers. Prized particularly for its foliage which is fernlike and handsome. 30c each; 4 for \$1.00.

(For Old-Fashioned Bleeding Heart, see p. 63).



MICHAELMAS DAISIES (*Hardy Asters*). Well known plants growing 3 to 4 feet high with splendid foliage and loads of flowers of various shades in the fall of the year when most flowers have faded and gone. Five colors, state choice: pale red, light pink, dark pink, clear blue, pure white. 25c each; 5 for \$1.00. Special Offer: 2 each of 5 kinds, 10 plants in all, for \$1.50.

BEARD TONGUE (*Pentstemon barbatus Torreyi*). Interesting plant growing 3 feet high with faultless foliage and deep coral-red flowers occurring nearly the entire length of the stem. Blooms constantly during the months of July and August. Fine background perennial. 20c each; 6 for \$1.00.

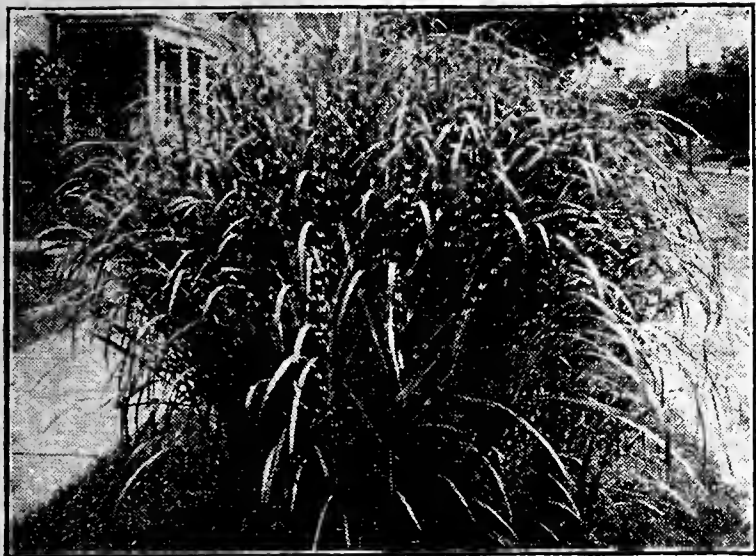
CORYDALIS CHEILANTHIFOLIA. Unusual plant with fernlike foliage like the Plumy Bleeding Heart, except upright in growth. Pretty yellow flower spikes surmount this rare plant, creating an all-over height of 10 to 12 inches. Plant on well drained soil. 30c each; 4 for \$1.00.

FALSE DRAGONHEAD (*Physostegia virginica, Vivid*). Dwarf, deep pink variety blooming in August. Flowers occur in lovely spikes. Very showy. Good cut flower. Grows 18 to 20 inches high. Blooms in August. 20c each; 6 for \$1.00.

KELLOGG'S 4-WAY GARDENS

Something new in planting plans. Success! Beauty! Striking display! New adaptability. See page 10, also pages 6 and 8.

\$1.00 Perennial Bargains



Ornamental Grasses

EULALIA JAPONICA (Shown above). Long, narrow leaves with silvery gray plumes arising 6 to 7 feet. 20c each; 6 for \$1.00.

FESTUCA GLAUCA. Dwarf, 12 to 15 inches high forming attractive clumps. Foliage narrow and blue in color. Fine for edging or as a group in the rock garden. 20c each; 6 for \$1.00. (Not shown).



SEA PINK (*Armeria maritima*). Very, very pretty dwarf plant with heads of delicate pink flowers, 8 to 12 inches high, early spring to late fall. Evergreen foliage in tufts 4 to 6 inches high. Excellent for borders and low edging, also for rock gardens. Easy to grow; hardy. 20c each; 6 for \$1.00.

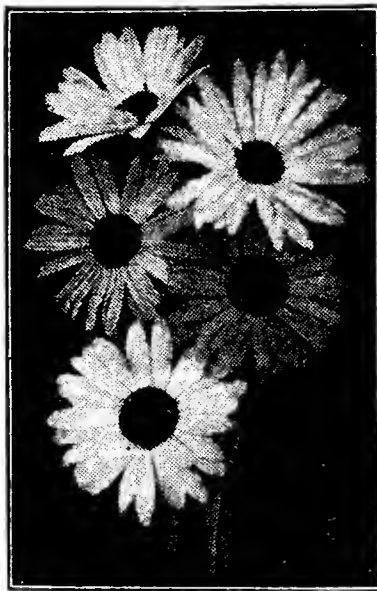


EVENING PRIMROSE (*Oenothera*). Wish we could show you this charming flower in its natural colors. You'd be amazed at its beauty. Grows 10 to 12 inches high. Flowers of pale yellow. June till October. Among the best all-purpose perennials. 20c each; 6 for \$1.00.

COLUMBINE (*Aquilegia*). Long-spurred Scott Elliott Hybrids. Red, Pink, blue, purple, white and yellow blended in charming fashion. The Columbine is a cheerful flower and never fails to lend its cheer to its companions. Grows 3 feet high. We cannot guarantee colors in Hybrid Aquilegias. 20c each; 6 for \$1.00.

FREE!

\$1.00 VALUE.
See Page 58.



Save Time.
Use Index,
Page 61.

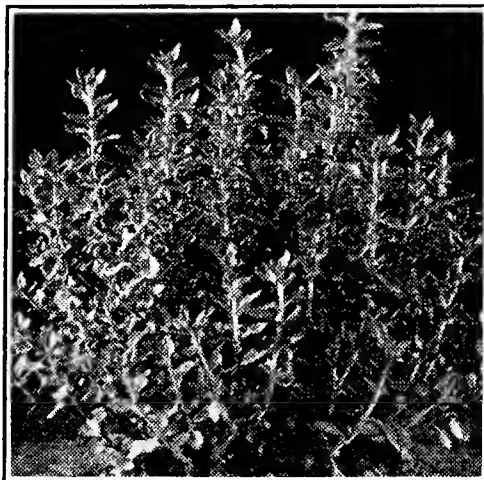
PAINTED OR PERSIAN DAISY (*Pyrethrum Hybrids*). Select hybrids in wide color range from red to light pink and white—bright, gay youthful flowers, expressive of cheerfulness and simplicity. Fine for borders or backgrounds. Grow 2 to 3 feet high. Blooms May and June. We cannot guarantee colors. 20c each; 6 for \$1.00.



LARKSPUR (*Delphinium Belladonna*). (Light blue). Spikes of azure-blue. Grows 4 feet high. Blooms June to September. 20c each; 6 for \$1.00.

LARKSPUR (*Delphinium Bellamosa*) (Dark blue). Identical with *Delphinium Belladonna* except flowers are real dark blue. Grows 4 feet high. Blooms June to September. 20c each; 6 for \$1.00.

DWARF CHINESE LARKSPUR (*Delphinium chinense*). For those who want a low *Delphinium*—15 to 18 inches high, finely cut foliage and loads of gentian-blue flowers all summer. 20c each; 6 for \$1.00.



SHASTA DAISY (*Chrysanthemum maximum*). Large flowers with many snow-white petals. Long, midsummer blooming period. Excellent bouquet flower. Grows 2 feet high. 20c each; 6 for \$1.00.

New Plan! 4-Way Gardens.
See Page 10.

GERMANDER (*Teucrium chamaedrys*). Small, shrubby perennial with bright rose colored flowers. Foliage is dense, glossy green resembling Boxwood. May be sheared to any height up to 12 inches. Aromatic foliage. A good border plant for late summer bloom. Also fine for rock gardens. 20c each; 6 for \$1.00.





Cream of 100 Best Dahlias

The Dahlia varieties described below were selected for us by one of America's greatest Dahlia experts. In making this selection he first started with over 100 of the most outstanding varieties, selecting, sorting and choosing from those. These twelve are the cream of the one hundred—the cream of the best.

BONNIE BRAE. The most wonderful combination of soft yellow inner petals and soft rosy pink outer petals you ever saw. 7-inch flowers. 25c each; 5 for \$1.00.

MRS. I. DE VER WARNER. 6 inches across or more. A gorgeous, beautiful flower. Soft wisteria streaked with violet. A great fluff of beauty. 25c each; 5 for \$1.00.

JERSEY'S BEACON. 8-inch flowers. All the gorgeous splendor of a tropical sunset. Petals have under-color of tawny yellow gorgeously streaked with fiery red. 50c each; 3 for \$1.25.

MARGARET WOODROW WILSON. A beautiful soft creamy white with just the faintest tinges of pink and yellow peeping from the interior. Some very faint streaks of mauve here and there. 10-inch flowers. 50c each; 3 for \$1.25.

CHARM. A beautiful flower of lovely burnt orange hue. All Dahlia lovers should have this remarkable variety. Truly wonderful! 6-inch blooms. 25c each; 5 for \$1.00.

JUDGE MAREAN. 6 inches to 7 inches. Another gorgeous tropical sunset but this time the streaks vary from rich purplish red to rich reddish violet. Soft, fluffy, beautiful! 25c each; 5 for \$1.00.

E. T. BEDFORD. Rich, rich, purple! What more can we say? Lovers of purple will find all the most delightful hues in this gorgeous flower. 7-inch. 50c each; 3 for \$1.25.

JERSEY'S BEAUTY. A great, beautiful fluffy ball of beauty—a great splash of luminous color. Soft yellow under-tint beautifully streaked with rosy shades of mauve. 6 inches or more. 50c each; 3 for \$1.25.

JANE COWL. An 8-inch flower, colored with delightful shades of orange, salmon, rosy pink, and yellow, blending in the most delightful fashion. 50c each; 3 for \$1.25.

LAURA MORRIS. 7 inches. A clear, pure, beautiful yellow that has a knack of catching the light rays and throwing them back at you in fascinating fashion. 50c each; 3 for \$1.25.

IOWA. 6 inches or larger. A great gush of beautiful color. Petals gorgeously streaked with rosy violet at back and edges, shading to pure, rich yellow in center. 75c each; 2 for \$1.25.

PRIDE OF STRATFORD. 7 inches or more. Just a big flaming ball of color with all the beautiful hues and streaks of orange, red and yellow you can imagine. 75c each; 2 for \$1.25.

Dahlia Collection No. 1

One each of the 4 varieties described at the left. Total value, \$1.50.

Special Collection Price,

\$1.00

Dahlia Collection No. 2

One each of the 4 varieties described at the left. Total value, \$1.50.

Special Collection Price,

\$1.00

Dahlia Collection No. 3

One each of 4 varieties at the left. \$2.50 value. Special Collection Price,

\$1.50

SPECIAL!

All 3 collections listed above, 12 gorgeous varieties — all labeled — regular value, \$5.50. Special price only \$3.00.

Guaranteed!

Tubers which fail to sprout within 3 weeks from time of planting will be replaced free of charge this year if returned before June first. Tubers returned after June first will be replaced next year.

Kellogg's Chrysanthemum Garden

Order this fine assortment of 'mums and have a beautiful display of color for next fall. Chrysanthemums are spreading plants and six will make a fine brilliant garden. We send you a high grade mixture, each one a different variety, wide color range, not labeled, for only \$1.00. You get a variety of types, pompons, buttons, and large flowering mixed.

Order early to get 'mums, the supply is limited.

6 FINE FIELD GROWN PLANTS FOR **\$1.00**



More than 1,400 published articles have come from Romaine B. Ware's pen, all on gardening and garden planning. Expert knowledge is yours in this book.



Romaine B. Ware

MR. WARE says: "Just last month I drove about 1,500 miles gathering information for one article. In August I visited 150 gardens in three days." Such is the painstaking care that goes into these plans, care that guarantees the usefulness of the plans for you.

Over 100,000 Miles of Knowledge Are Yours in This Amazing Book



You Can Have a Beauty Spot Like This.



MR. WARE receives thousands of dollars for his services. You get his latest \$1.25 plan book for only 25c if you use the coupon below. Not theory, but actual diagrams that show you just where and how to place every rock, stone and plant. No tedious study. This book makes your success sure, gives you a beauty spot friends will envy, a source of real pleasure to yourself. Regular price, \$1.25; now yours for only 25c if you use the coupon below. **COUPON NOT GOOD AFTER MARCH 31ST.**

ROMAINE B. WARE actually has studied thousands and thousands of back yards to determine the best plans for you. He has driven over 100,000 miles in this work and has learned definitely what you can and cannot do. He has learned how to create spots of beauty that you yourself can construct with your own hands—EASILY! He diagrams his instructions so that you can follow them. There is very little reading to bore you. You will know just what to do. You cannot go wrong.

100,000 miles talking with back yard gardeners to discover their garden needs. With this knowledge he has drawn plans that require only a very small investment or no investment at all. **Often all the construction materials can be had free.** How would you like to have a beauty spot like the one shown on this page? It will cost you very little if you let Mr. Ware show you how.

It is not necessary that you construct both a pool and rock garden. All plans are drawn in such a way that either may be constructed separately and beautifully.

For a limited time only, we are making a special offer on these plans. Take advantage of this offer today—do not let the valuable coupon expire.

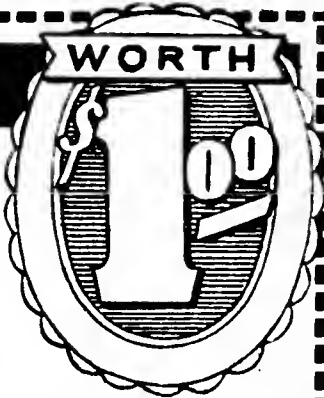
Free!

Clip this coupon. It is yours, **FREE**, and when used before midnight of March 31st, has a value of \$1.00 toward the purchase of one book, "Pools and Rock Gardens," by Romaine B. Ware. The regular price of this book is \$1.25, leaving you only 25c to pay. Send stamps or coin. Coupon not good otherwise. **Coupon not good after midnight, March 31st.**

Economical — Easy!

Again we emphasize that Mr. Ware has travelled over

VALUABLE COUPON



R. M. Kellogg Company, Three Rivers, Mich.
Enclosed find 25c (stamps or coin), for which please send me one copy of Romaine B. Ware's book, "Pools and Rock Gardens"—plans in diagram form. This coupon is worth \$1.00 and this, plus the 25c enclosed, makes \$1.25 which is the regular price of the book. Book is to be sent postpaid.

Name

Address

Town State

(Coupon not good unless accompanied by 25c in stamps or coin. Coupon applies only to book "Pools and Rock Gardens.")

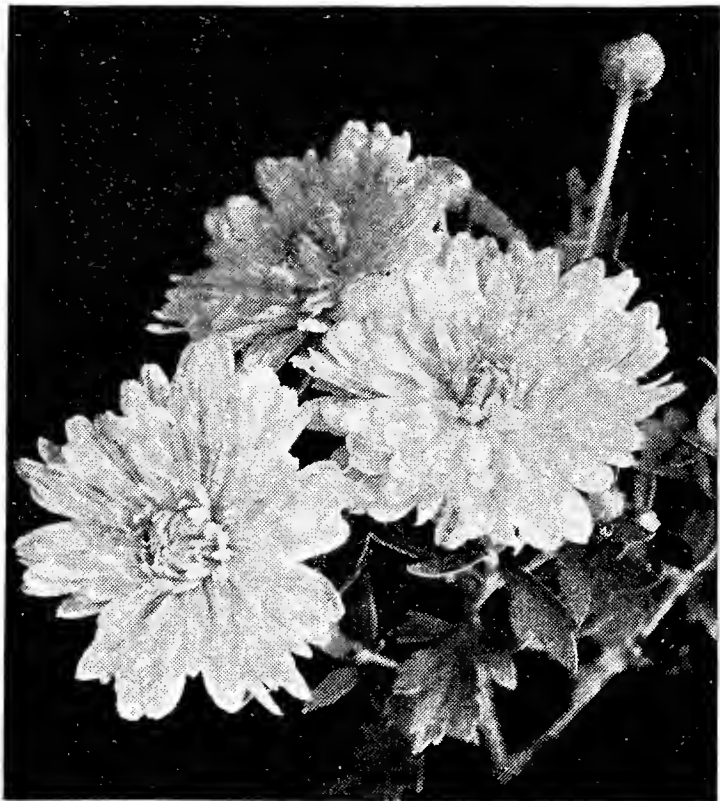
Not Good After March 31st

Your Money Back

If you do not agree after receiving the book, "Pools and Rock Gardens," that it is a real \$1.25 value, we will cheerfully refund your 25c. These plans are designed especially for Kellogg customers, and we want every Kellogg customer satisfied.

R. M. Kellogg Co.
Three Rivers, Mich.

...THE BOOK OF 600 Flowers on One Plant!



Azaleamum Flowers.

BEAUTIFULLY SHAPED FLOWERS. The above picture shows the beautiful form of Azaleamum blossoms. Note how they appear in clusters. Note buds ready to open.

New Ohio State "Mum"

Hothouse Type — Grows Outdoors — Hardy

For years the finest, fluffiest, most gorgeous "mums" have been varieties that could be grown under glass only. Now comes one of these beautiful hothouse type "mums" that will grow out-of-doors. Starts blooming about mid-September; can be made to bloom earlier by shading.

Developed and introduced by Walter Engel, President of the Chrysanthemum Society of America. Ohio State scored 89 points at the Columbus Chrysanthemum Show—was given first class certificate of the Chrysanthemum Society of America!

Ohio State is a beautiful dwarf variety, beautiful clear, luscious yellow with anemone-type flowers of perfect form. Foliage is rich dark green, exceedingly beautiful and develops into a bushy form furnishing a display almost as expansive as Azaleamum. One plant carries as many as 50 gorgeous blooms.

Do not miss this prize-winning variety. It will be a gorgeous addition to your garden.

Prices: 1 plant 50c; 3 for \$1.00; 8 for \$2.00; 25 for \$5.00; 50 for \$9.00.

(NOTE: For best results with Ohio State "Mum", mulch with straw, leaves or some other protective material at end of blooming season in fall).

SPECIAL! 1 Each of Azaleamum, Ohio State and Aladdin, Value \$1.80, For Only \$1.35.

AZALEAMUM GIVES LOADS OF FLOWERS! We actually counted 635 blossoms open at one time on one Azaleamum plant first year. Customers report as high as 1000 blossoms. Mrs. George Gray, of Illinois, says (Sept. 8, 1934), one of her Azaleamums "has nearly 1000 blossoms on it." G. A. Bernard, of Illinois, also claims 1000. Roy A. Goodrich, of Michigan, says 1262. Nearly all report more than 600. We counted 4,212 blossoms open at one time on one plant, **second year.**

AMAZING DISPLAY! Azaleamum plants grow as large as a bushel basket or larger. O. A. Wood, of Michigan, has one 37 inches across, another 42 inches. W. J. Sheehan says his is 40 inches by 28 inches and 18 inches high. Literally covered with beautiful pink flowers! Plant compact. A brilliant blaze of color from late August until November and even December.

ATTRACTIVE COLOR CHANGES! Flowers open deep orchid-pink then change to light orchid with creamy center, finally salmon-pink with soft yellow center.

FAST GROWER! Starts as a small plant but grows rapidly reaching bushel basket size by late August, first season.

HARDY PERENNIAL. Blooms for years without any special protection.

BARGAIN! Where else can you get so much garden beauty for your money! Visitors seeing Azaleamum at our farm, at the World's Fair, and elsewhere, exclaim at the low price.

Azaleamum is the glory of the rock garden and the sensation of the flower garden. Azaleamum is the world's greatest flowering plant.

AZALEAMUM PRICES:

1 for	\$0.65
2 for	1.00
4 for	1.85
10 or more at	40c each



World's Fair Sensation

Azaleamum and Dazzler Carnation were pronounced by the judges to be the two most outstanding flowers in the prize garden at the Century of Progress in 1934. They created a sensation. Thousands of people wrote us for information.

Aladdin "Mum"

Saves Time.

EARLY! Aladdin Chrysanthemum gives you "mums" while your neighbors wait. Just imagine a hardy garden "mum" starting to bloom in June, 6 to 8 weeks earlier than other early "mums"! Aladdin starts about June 15th to 20th and continues until November! Most others do not start until September or later.

BEAUTIFUL FLOWERS! Note the beautifully shaped blossoms and the rich bronzy colorings. Note how richly they are stained with red and apricot. Note the fluffiness and the size—Aladdin blooms are 2 to 2½ inches across.

LARGE FIELD-GROWN PLANTS! Don't confuse with hothouse plants. Kellogg's Aladdin field-grown, worth double. **HARDY!**

RUSH YOUR ORDER! We have only a limited supply of these fine Aladdin field-grown plants. Order early!

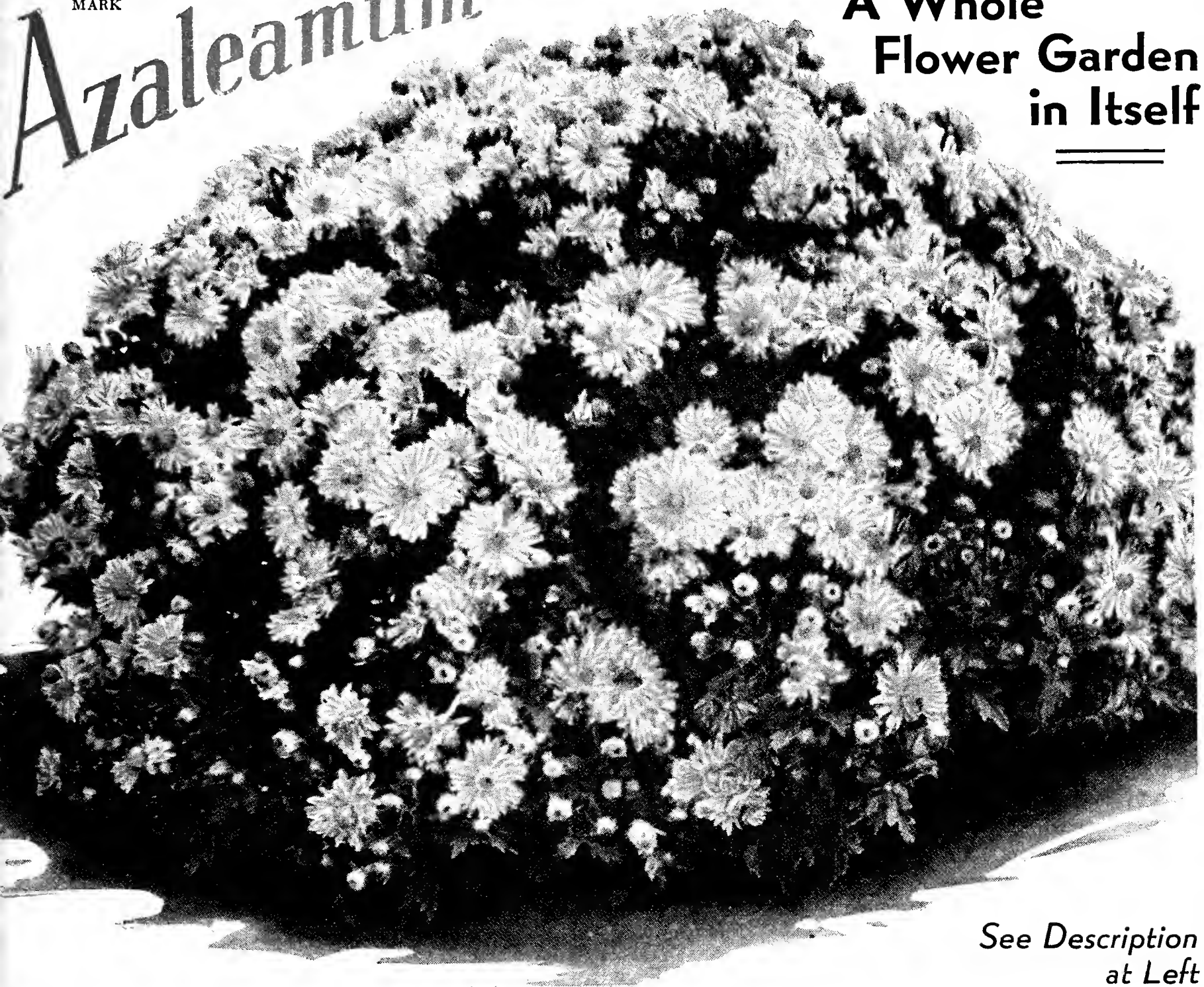
PRICES: 65c each; 2 for \$1.00; 5 for \$2.00.

PROGRESS...

TRADE-MARK

Azaleamum

A Whole
Flower Garden
in Itself



*See Description
at Left*



Aladdin Chrysanthemum

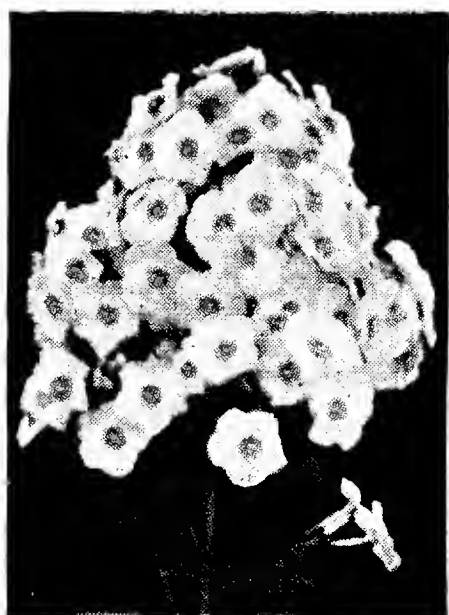
[Descriptions at left]



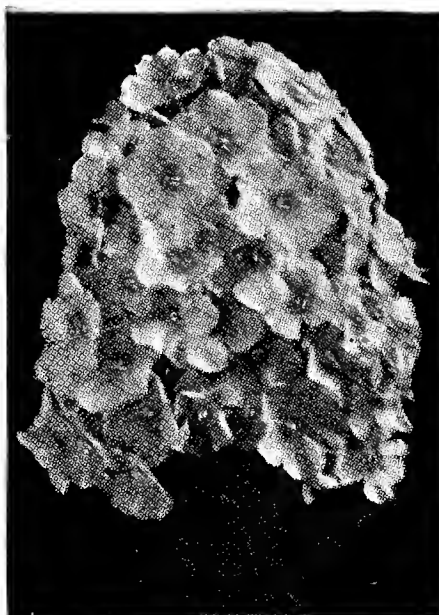
Ohio State Chrysanthemum



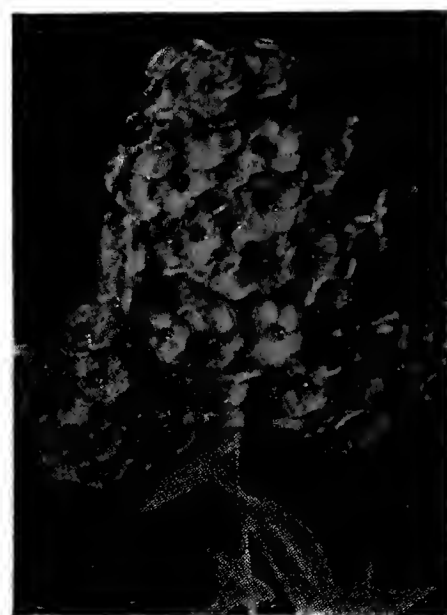
Morgenrood.



Count Zeppelin.



Eiffel Tower.



Firebrand.

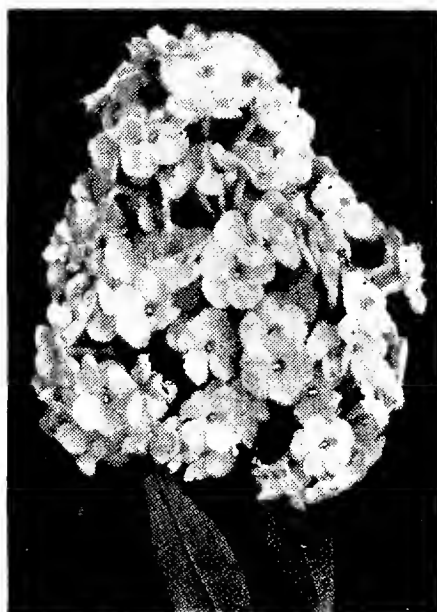
The Cream of the Best 300 Hardy Phlox

(See descriptions on next page).

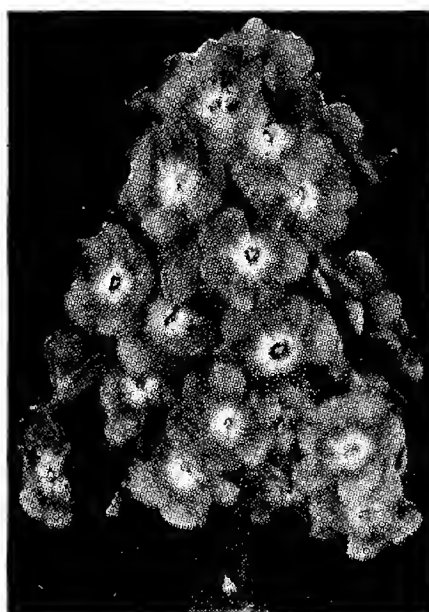
Over a year ago, three experts searched the flower world and selected 300 varieties of Phlox that were outstandingly best. Then with these they made a second sorting and selected the 50 that were most conspicuously outstanding. Finally a third sorting was made and these 12 varieties chosen as the best. These are the cream—the best of the best—many entirely new—all new to nine out of ten of you. You can plant them with the assurance that you have something unusual as well as beautiful.



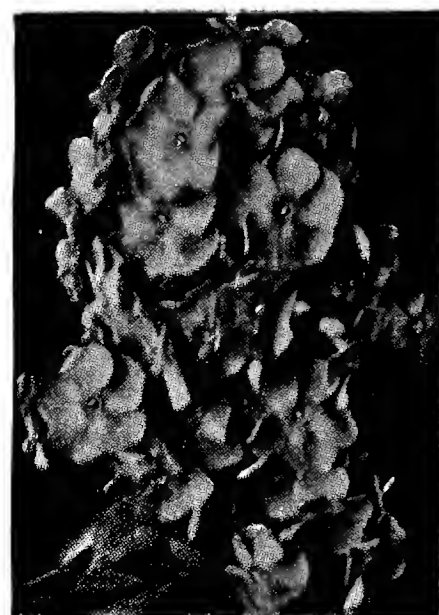
Paladin.



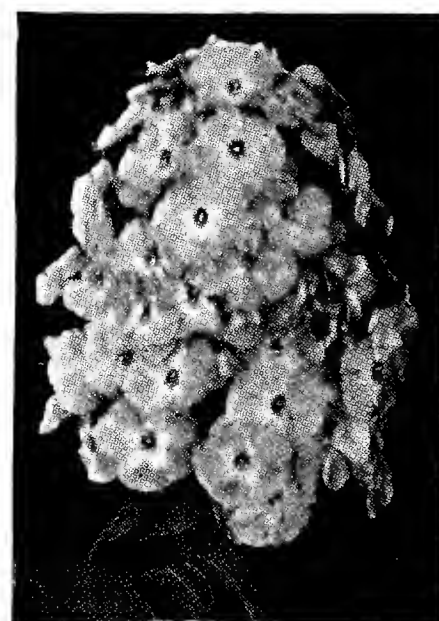
Jeanne d'Arc.



Kesselring.



Marechal French.

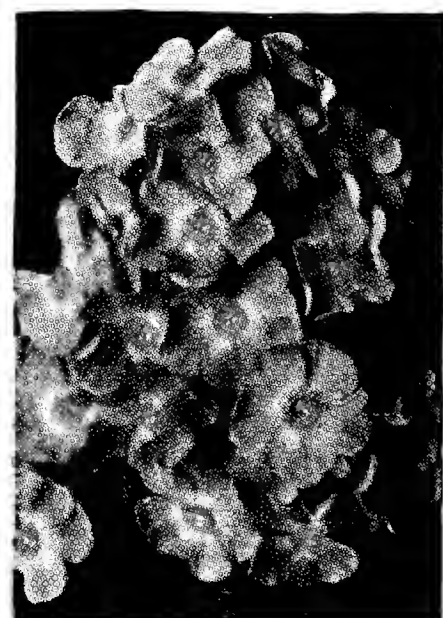


Enchantress.



Royal Purple.

Evelyn.



Marie Jacobs.

Variety Descriptions (Phlox on p. 22)

Morgenrood. (See Book of Progress at right).
Count Zeppelin. Large, pure clear white with distinct vermilion-red eye, giving pretty polka-dot effect. 35c each; 3 for \$1.00; 10 for \$2.50.
Eiffel Tower. The delightful part of this Phlox is in the shading. First comes a pretty white eye, then almost pure red, which shades off to white. 30c each; 3 for 75c; 10 for \$2.00.
Firebrand. One of the best of red Phlox—well deserves its place among the "Cream of the 300." 30c each; 3 for 75c; 10 for \$2.00.
Paladin. (See Book of Progress at right).
Jeanne d'Arc. Clear, beautiful white! Every garden should have at least one white, and none is better than Jeanne d'Arc. 30c each; 3 for 75c; 10 for \$2.00.
Kesselring. Very beautiful two-tone effect—deep pure purple at edges shading to white at center, golden yellow eye. Decidedly an outstanding variety. 35c each; 3 for \$1.00; 10 for \$2.50.
Royal Purple. (See Book of Progress at right).
Evelyn. (See Book of Progress at right).
Marechal French. Red! Everyone loves red. Here's one of the best red Phlox ever introduced. Beautiful carmine-red. 30c each; 3, 75c; 10, \$2.00.
Enchantress. Most beautiful salmon shade with shaded purple at eye. Very beautifully marked. Lives up to its name. 35c each; 3 for \$1.00; 10 for \$2.50.
Marie Jacobs. The clearest, prettiest violet of them all. Beauty greatly increased by distinct white star in center. 35c each; 3 for \$1.00; 10 for \$2.50.

Save \$1.30

The 12 Phlox shown in colors on page 22 have a total value of \$4.30. We will give you one each of the 12 for only \$3.00.

KELLOGG'S
Aristocrat Phlox Collection
\$3.50 Value—\$2.35

This is the best value offered on this page—collection is composed entirely of the "Cream of the 300 Best" Phlox shown on page 22. We send you one each of the four new Phlox listed at 40c and 45c each, and in addition, 6 others, our choice—10 in all.

Here is what you receive:

1 Royal Purple\$0.45
1 Evelyn45
1 Morgenrood40
1 Paladin40

6 Phlox, our choice—from page 22—\$1.80 (or more)

You Receive a Total of—

10 Phlox in all—total value\$3.50 (or more)

You save \$1.15 when you order this collection—nearly half of the total value. All plants will be labeled.

.... THE BOOK OF PROGRESS

Kellogg's "Book of Progress"
Phlox Collection

Four gorgeous new beauties to arouse new exclamations of delight from you and your friends.

Royal Purple. Decidedly beautiful. Purple is very rich and deep at edges, shading to violet in center of petals, then deep reddish purple at eye. Should be in every garden. 45c each; 10 for \$3.75.

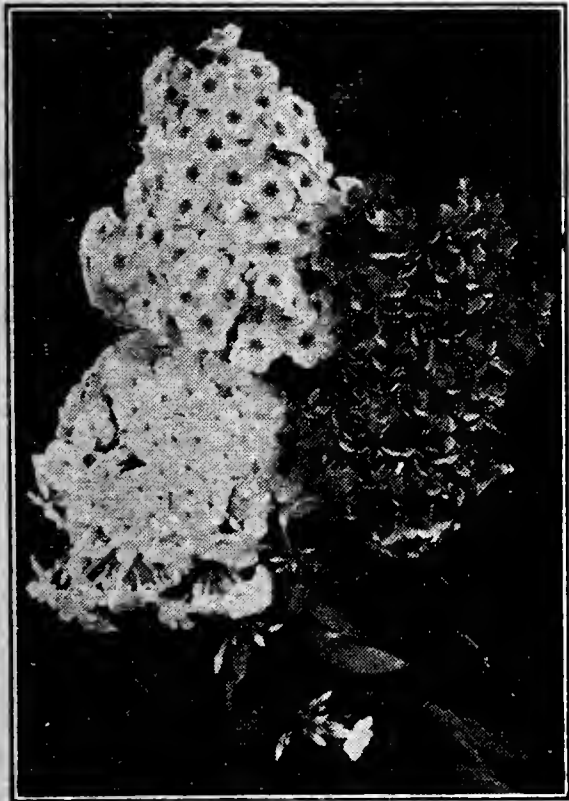
Evelyn. Petals are beautifully marked and shaded with different tones and shades of red, producing salmon effect. Amazingly beautiful. Very rare. 45c each; 10 for \$3.75.

Morgenrood. A wonderfully beautiful variety. Large clusters of a bright rose shade with deeper eye. Strong grower, large individual flowers. 40c each; 10 for \$3.35.

Paladin. A blushing beauty; pink shaded with deep purplish red at eye and at edges. Beautiful. 40c each; 10 for \$3.35.

You may have one each of these 4 Phlox: Royal Purple, Evelyn, Morgenrood, and Paladin—all labeled—

\$1.70 Value For Only \$1.35



8 Hardy Phlox \$1
Every One a Beauty

This collection gives you great masses of beautiful color from June till October. It gives you the world's best phlox at a very low bargain price.

These phlox were chosen from the world's 300 best varieties, but are not labeled. For this reason we can offer them to you at this amazingly low price.

Wide color range—whites, mauves, pinks, salmons, reds, purples. Fine, healthy, field-grown plants that you can rely upon. You cannot go wrong with this collection.

8 Beautiful Phlox—Our Choice—Not Labeled.
Special Bargain Price Only \$1.00.

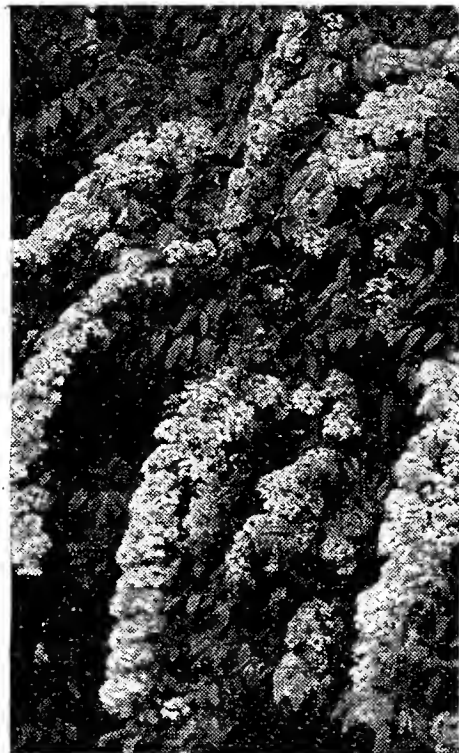
Spireas



Golden Spirea.

NEW KOREAN SPIREA

(*Spiraea trichocarpa*). Splendid shrub, grows 4 to 5 feet with graceful drooping branches, sprays of delicate blooms in June, after others have ceased. **Hardy**, rapid grower. Size 1½ to 2 feet. 45c ea.; 3, \$1.15; 6, \$1.90.



Korean Spirea.

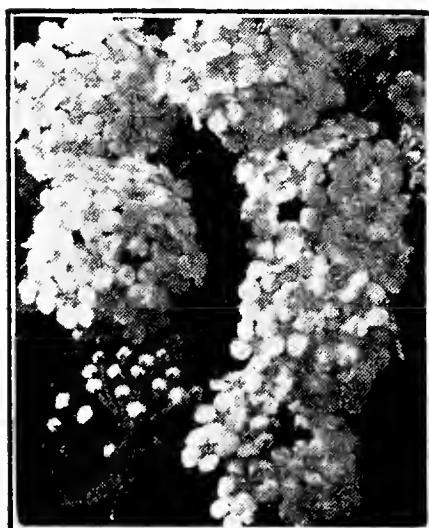
PINK SPIREA (*Spiraea Biliardi*). The best of pink flowering Spireas. Grows 5 to 6 ft. tall and produces, in July, spikes of clear pink blooms 6 to 12 inches long at the ends of its branches. Foliage pleasing silvery gray. Size 2 to 3 feet. 40c each; 3, \$1.10; 6, \$2.00.



Japanese Spirea.

JAPANESE SPIREA

(*Spiraea Thunbergi*). Very slender, drooping, feathery lance-leaved foliage. White blooms in early spring. Grows only 4 to 5 feet high; ideal foundation plant. Size 1½ to 2 feet. 40c each; 3 for \$1.10; 6 for \$2.00.



Spirea Van Houttei.

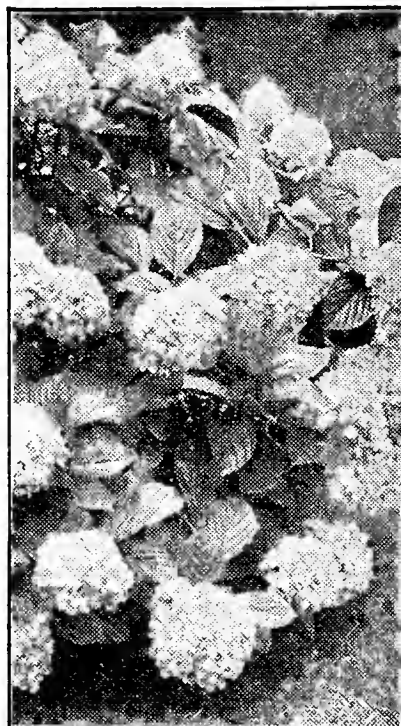
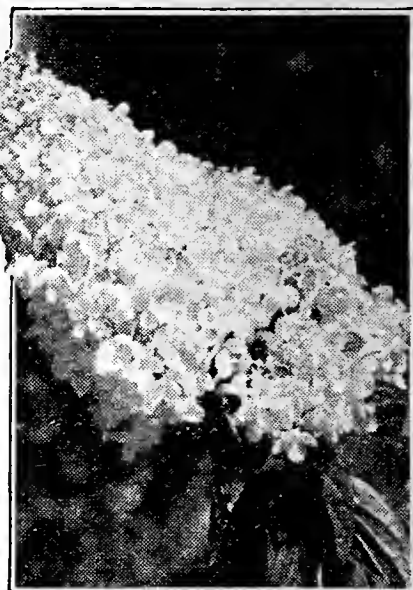
NIPPON SPIREA (*Spiraea nipponica rotundifolia*). Similar to Van Houttei. Lustrous round green leaves, multitudes of double, pure white flowers. Will not get out of bounds. Grows 6 to 8 feet. Size 1½ to 2 ft. 60c each; 3 for \$1.50; 6 for \$2.65.

BRIDAL WREATH (*Spiraea Van Houttei*). Grows 5 to 6 ft. Masses of white blooms in May. 2 to 3 ft. size. 40c each; 3 for \$1.00; 6 for \$1.50; 10 or more at 20c each.

Hydrangeas

HYDRANGEA P. G.

Immense blooms! Perfect hardiness! After being a thing of beauty during the fall months, its pinkish white blooms may be cut for winter bouquets. Size 1½ to 2 feet. 35c each; 3 for 90c; 6 for \$1.50; 12 for \$2.65.



HYDRANGEA A.G.

(*Hills of Snow*). Midseason. Foliage deep green with clusters of large, pure white flowers in August. Use where low effect is desired. 3 to 4 ft. high. Size 1½ to 2 ft. 35c each; 3 for 90c; 6 for \$1.50.

URAL FALSE SPIREA

(*Sorbaria sorbifolia*). (See picture at right).

Handsome, fast growing shrub with grayish colored back and fernlike foliage which most resembles that of the Mountain Ash. Feathery panicles of pure white flowers in June and July. Grows 4 to 6 feet high. Size 2 to 3 feet. 50c each; 3 for \$1.25; 6 for \$2.00.



Spirea Lovers! You'll like Bridal Bouquet Buddleia. Beautiful purple. Hardy. See page 31.



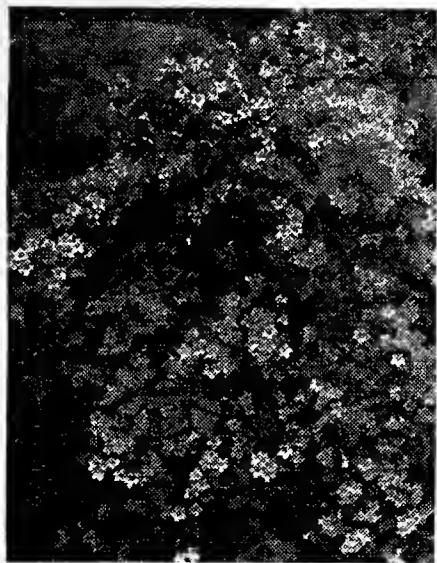
SPIREA ANTHONY WATERER. Fine dwarf shrub with heads of pinkish red flowers. July until frost. Grows only 2 to 3 feet. Use wherever very low shrub is desired. Size 15 to 18 inches. 35c each; 3 for 90c; 6 for \$1.50; 12 for \$2.50.

Spirea
Anthony Waterer.

Weigela rosea (Diervilla). Grows 8 ft. A most popular and handsome border or background shrub. Bright pink flowers in June. Strong, rapid grower. Size 2 to 3 ft. 40c each; 3 for \$1.10; 6 for \$2.00.

Weigela, Abel Carriere (Diervilla). Handsome shrub growing 8 feet high. Countless carmine-red flowers borne on arching stems. Blooms May and June. Size 2 to 3 ft. 45c each; 3 for \$1.15; 6 for \$2.00.

Weigelas



Weigela Bush.

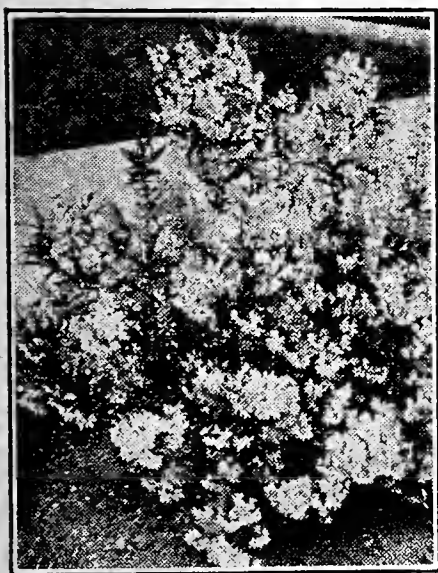


Weigela Blossoms.

Weigela, Eva Rathke (Diervilla). Semi-dwarf, slender, drooping branches, rich green foliage. Sprays of crimson-red flowers in June. The most outstanding in its season. Grows 5 feet high. Size 2 to 2½ feet. 50c each; 3 for \$1.35; 6 for \$2.50.

Weigela, Variegated (Diervilla). Sprays of rosy pink flowers, leaves beautifully variegated green and white. Grows only 2 to 3 feet high. A truly beautiful dwarf Weigela. Size 1½ to 2 ft. 40c each; 3 for \$1.00; 6 for \$1.65.

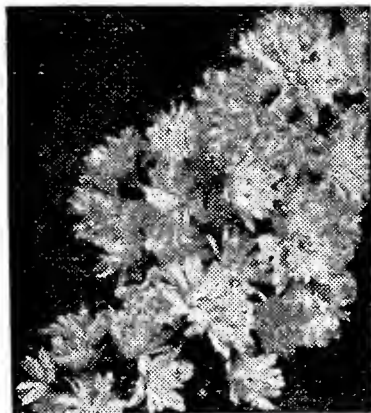
Deutzia



Deutzia Gracilis.

Slender Deutzia (Deutzia gracilis). Extra dwarfish habit—ideal for low borders or as alternating plant for high growing shrubs. White flowers in May. Grows 2 to 3 feet high. Size 15 to 18 in. 40c each; 3 for \$1.00; 6 for \$1.65.

Lemoine Deutzia (Deutzia Lemoinei). Beautiful, semi-dwarf shrub with exceedingly slender, upright branches. Flowers single, white, and borne in profusion. Grows on-

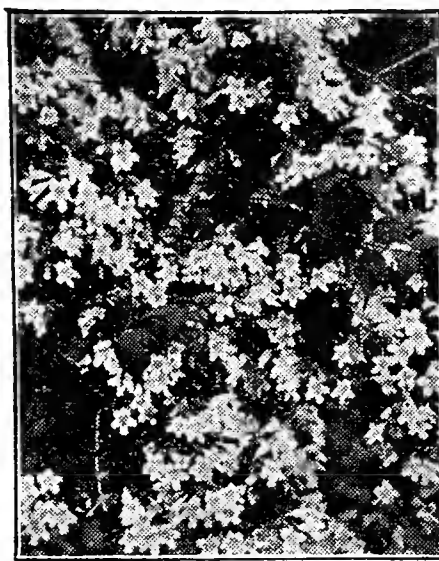


Deutzia Lemoinei.

Japanese Flowering Quince (Cydonia japonica). Flowers of dazzling scarlet appear in spring before foliage. The plant is beautiful, 4 to 5 feet high. Very hardy. Sometimes used as a beautiful hedge. Size 2 feet. 40c each; 3 for \$1.00; 6 for \$2.00.



Japanese Flowering Quince.



Beauty Bush.

Beauty Bush (Kolkwitzia amabilis). All that the name implies. Beauty surpassing description. Masses of delicate pink, fragrant flowers on drooping branches in May. Grows 5 to 6 feet high. Size 1½ to 2 feet. 45c each; 3 for \$1.10; 6 for \$1.75.

Deutzia, Pride of Rochester. Bushy shrub 6 to 8 feet high with double, white flowers tinged with rose in June. Fine for group or background. Size 2 to 3 ft. 40c each; 3 for \$1.10; 6 for \$2.00.

Honeysuckle

Fragrant Honeysuckle (Lonicera fragrantissima). Handsome! Grows 6 to 8 feet high. Semi-evergreen foliage, remaining most of winter. Pinkish white flowers, sweet scented; appear very early in spring. Size 2 to 3 feet. 45c each; 3 for \$1.10; 6 for \$2.00.

Pink Tatarian Honeysuckle (Lonicera tatarica rosea grandiflora). Bushy, upright. Grows 8 to 10 feet high. Delicate

pink blooms followed by magnificent red berries in fall. Size 2 to 3 feet. 40c each; 3 for \$1.10; 6 for \$2.00.



Honeysuckle Bloom.

Japanese Bush Honeysuckle (Lonicera Morrowi). Finest for border planting. Grows 5 to 6 feet high, proportionate spread. Very compact. Leaves rich green. Cream-colored flowers in May, red berries in autumn. Grows in shade. Size 2 to 3 feet. 40c each; 3 for \$1.10; 6 for \$2.00.

...THE BOOK OF

Blue Leaf Honeysuckle (Lonicera Korolkowi floribunda)

NEW! BLUE! BEAUTIFUL!

This fine unusual Honeysuckle has exceedingly pretty blue-green foliage and

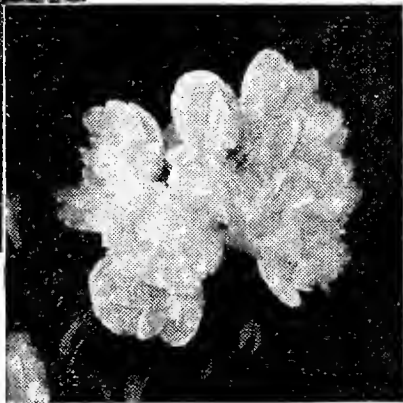
PROGRESS...

beautiful lavender-pink flowers. Flowers same shape as other Honeysuckle, followed by red fruit. Graceful, drooping branches. The finest Bush Honeysuckle to be introduced in recent years. Size 2 to 3 ft. 60c each; 3 for \$1.60; 6 for \$2.75.



Lemoine Syringa
(Above).

Everblooming Mock
Orange (Right).

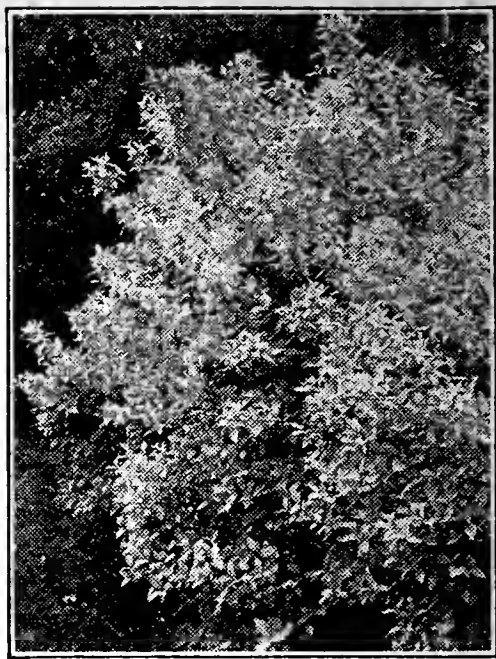


Mock Orange

GOLDEN SYRINGA (*Philadelphus aureus*). Decorative shrub growing 3 feet high. Fragrant white blooms, dense yellow foliage. Size 15 to 18 inches. 40c each; 3 for \$1.00; 6 for \$1.65. (Shown at right).

LEMOINE SYRINGA (*Philadelphus Lemoinei erectus*). Erect plant, exceedingly slender stems, fine leaves. Creamy white, fragrant flowers in June. Grows 4 to 5 feet high. Size 1½ to 2 feet. 40c each; 3 for \$1.00; 6 for \$1.65.

EVERBLOOMING MOCK ORANGE (*Philadelphus, Virginal*). Grows 8 to 10 feet high. Clusters of fragrant, double flowers, June and intermittently until fall. Size 2 to 3 feet. 45c each; 3 for \$1.15; 6 for \$2.00.



Golden Syringa.



Persian Lilac.

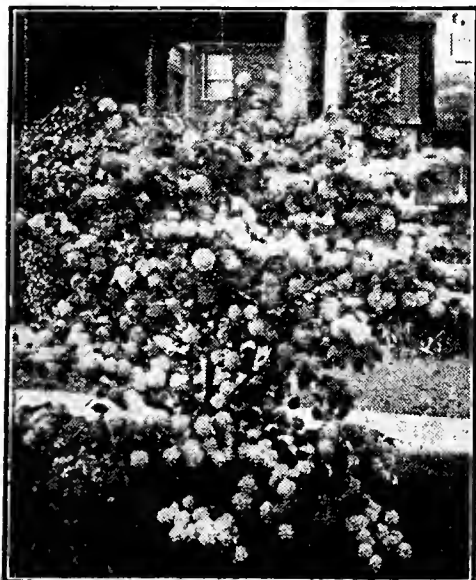
LILACS

PERSIAN LILAC, RED (*Syringa persica rubra*). A truly remarkable member of a very popular family. Grows 8 to 10 feet high. Leaves are smaller than in the old-fashioned Lilac and the flower heads are both more dainty and lasting. Size 2 to 3 feet. 50c each; 3 for \$1.25; 6 for \$2.00.

FRENCH LILACS (*Syringa vulgaris Hybrids*). Intriguingly beautiful spring flowering shrubs. Magnificent in color, alluring in their fragrance. Glorified members of an old-fashioned favorite. Come in 4 colors, red, pink, blue, and white. Grow 8 to 10 feet high. Size 1½ to 2 feet. 60c each; 4 for \$2.00. Your choice of colors.



French Lilac.



Snowball.

immune to insects and diseases. Size 18 to 24 inches. 60c each; 3 for \$1.50.

Snowball

SNOWBALL, OLD-FASHIONED (*Viburnum opulus sterile*). Old-fashioned. Should be found in every planting. Immense globular clusters of flowers in May and June. Grows 8 to 10 feet high. Size 18 to 24 inches. 40c each; 3 for \$1.00; 6 for \$1.65.

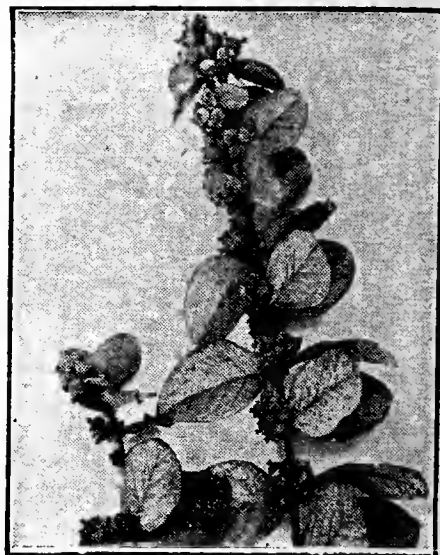
JAPANESE SNOWBALL (*Viburnum tomentosum plicatum*). Most showy. Grows 8 feet. Large, perfectly formed, snow-white balls. Foliage perfect,



White Snowberry.

SNOWBERRY, RED IMPROVED (*Symphoricarpos chenaulti*). New! Grows 4 to 6 feet. Upright branches loaded with large, coral-red berries with minute white dots. Pink and white flowers in June. Thrives in sun or shade. Size 2 to 3 feet. 40c each; 3 for \$1.10; 6 for \$2.00.

SNOWBERRY, WHITE (*Symphoricarpos racemosus*). Grows 4 to 6 ft. Delicate pink flowers followed by clusters of waxy white berries which cling until winter. One of the very best shrubs for shady places. Size 2 to 3 feet. 40c each; 3 for \$1.10; 6 for \$2.00.



Improved Red Snowberry.



SIEBOLD'S VIBURNUM (*Viburnum Sieboldi*). Aristocrat! Grows 8 to 10 feet high. Stout branches. Pubescent leaves of glossy green. Flowers in creamy white panicles followed by showy fruit. A real beauty. Size 1½ to 2 feet. 55c each; 3 for \$1.45; 6 for \$2.50.



EUROPEAN CRANBERRY (*Viburnum opulus*). Grows 10 ft. high. A magnificent spreading bush. White flowers followed by showy scarlet fruit. A real beauty. Size 1½ to 2 feet. 40c each; 3 for \$1.00; 6 for \$1.65.

Dogwood

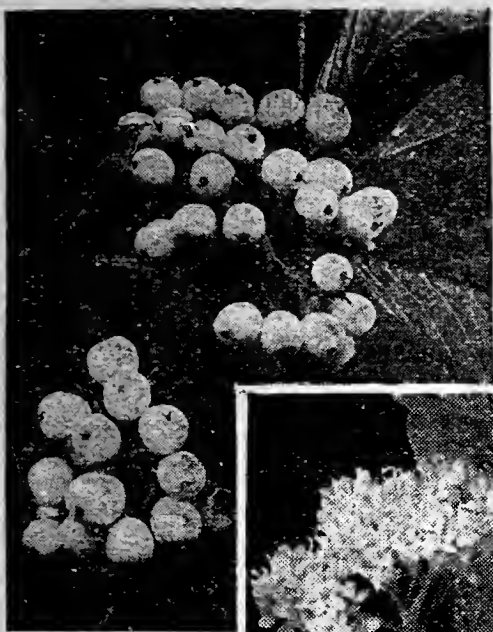
RED FLOWERING DOGWOOD (*Cornus florida rubra*). Symmetrical spreading tree growing about 20 feet tall. Large crimson-red flowers in the spring before leaves appear. Foliage deep green changing to bronzy red in autumn. Ideal as specimen trees.

Fine for group plantings. Size 2 to 3 feet. Balled and burlapped. \$2.00 each; 2 for \$3.50; 6 for \$9.50.

SILVER DOGWOOD (*Cornus alba elegantissima*). Symmetrical shrub with bright red bark and green leaves artistically bordered with ivory-white. Its very name implies elegance and we know you will be pleased when you see it blooming. Grows 5 to 6 feet high. Size 2 to 3 feet. 60c each; 3 for \$1.50; 6 for \$2.50.

YELLOW TWIGGED DOGWOOD (*Cornus lutea*). One of the best shrubs for naturalizing. Set in groups or among other shrubs, this rugged plant adds color and distinction to the whole planting. Grows 6 to 8 feet high and is beautiful at all seasons of the year. Size 2 to 3 feet. 40c each; 3 for \$1.10; 6 for \$2.00.

CORAL DOGWOOD (*Cornus sibirica*). Hardy shrub. Bright coral-red bark lends a charming winter effect. Faultless foliage with pretty white blooms and berries. Grows 5 to 6 feet. Size 2 to 3 feet. 40c each; 3 for \$1.10; 6 for \$2.00.

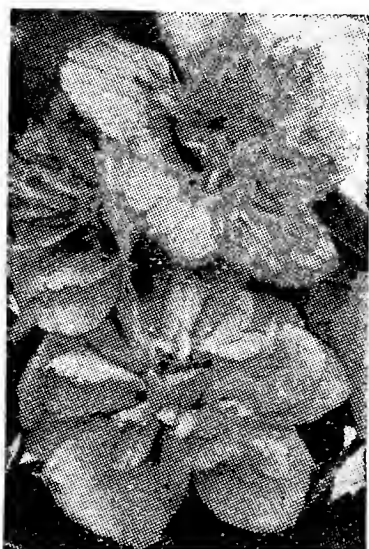


Coral Dogwood.

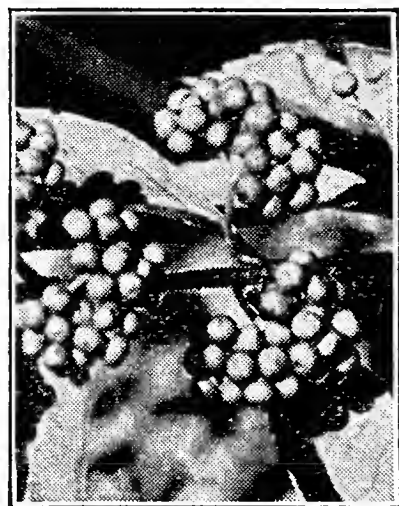
Berries above, Blossoms at right.



ALTHEA—ROSE OF SHARON (*Hibiscus syriacus*). Beautiful! Long blooming! Late blooming, tall growing shrub. For best results prune back one-half of growth in early spring. This stimulates new growth and produces an array of double flowers in August and September. May be had in red, pink, or white. State color. Size 2 to 2½ feet. 40c each; 3 for \$1.10; 6 for \$2.00. (Picture at right).



BEAUTY BERRY (*Callicarpa purpurea*). New! Pretty! Arouses curiosity and exclamations over its beauty. Grows 3 to 4 feet high. During August each leaf axil contains a nest of minute pink blooms followed by violet-purple berries which remain nearly all winter. Size 1½ to 2 feet. 45c each; 3 for \$1.00; 6 for \$1.65. (Picture at right).



Winged Euonymus.

WINGED EUONYMUS (*Euonymus alatus*). Upright shrub growing 6 to 8 feet high, unusual corked bark, and winged effect as shown. Leaves green, turning brilliant red in autumn. Dazzling winged, scarlet fruit. A real show plant. Size 1½ to 2 ft. 45c each; 3 for \$1.15; 6 for \$1.85.



GOLDEN ELDER (*Sambucus nigra aurea*). Popular background shrub with magnificent golden foliage, augmented by huge flower heads of pure white. Grows 8 to 10 feet. Size 2 to 3 feet. 40c each; 3 for \$1.10; 6 for \$2.00. (Picture at right).

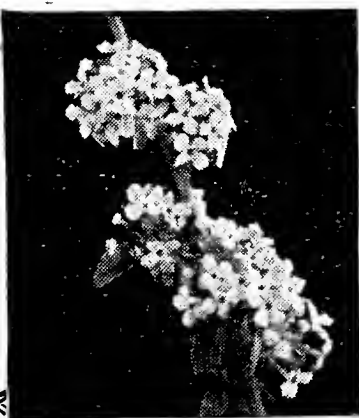
WHITE KERRIA, JET-BEAD (*Rhodotypos kerrioides*). Closely branched, light green foliage. Large, white flowers; clusters of shiny black berries in fall. Grows 5 to 6 feet high. Grows well in shade. Size 2 to 3 feet. 40c each; 3 for \$1.10. (Picture at left).



Turn to Pg. 31

New Bridal Bouquet

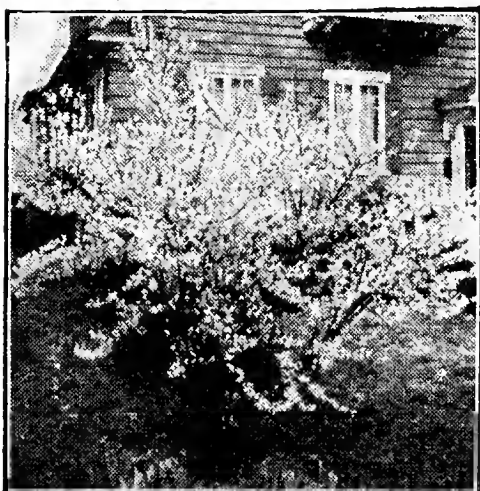
Buddleia has hardy tops. Does not die down during the winter. Page 31.



RUSSIAN OLIVE (*Elaeagnus angustifolia*). "Oh, what a beautiful shrub!" Such are the exclamations made over Russian Olive—glittering, silvery foliage, and yellow flowers. Its chief beauty is in its foliage. Fine for border or background. Grows 8 to 10 feet. 40c each; 3 for \$1.10; 6 for \$2.00. 2- to 3-ft. plants.



Russian Olive.



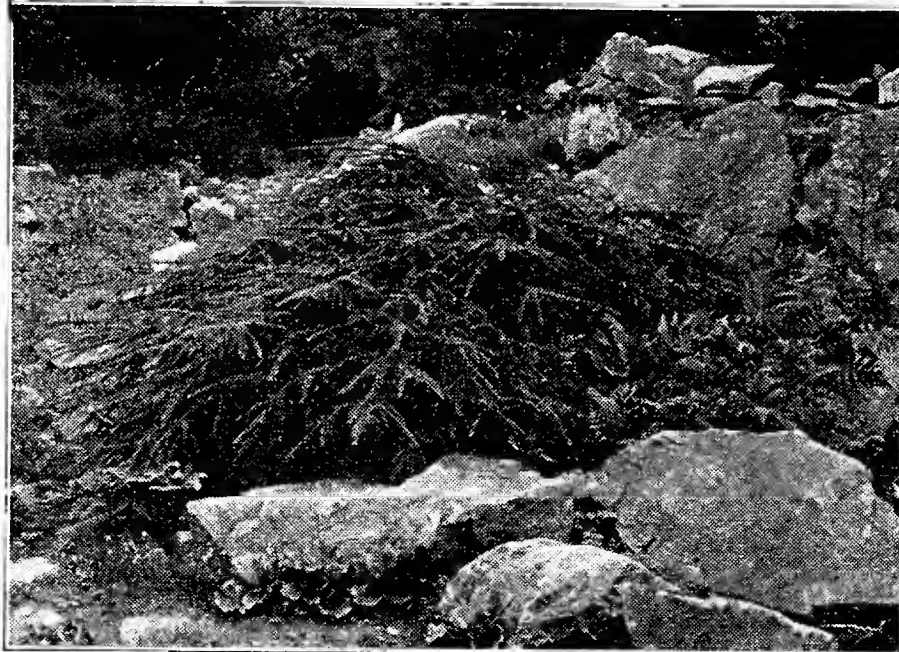
GOLDEN BELL (*Forsythia spectabilis*). (Picture at left).

Hardy, early blooming shrub, growing 8 to 10 feet tall with flowers of golden yellow. Size 2 to 3 feet. 40c each; 3 for \$1.10; 6 for \$2.00.

Shrubs That Are Different

ROCK COTONEASTER

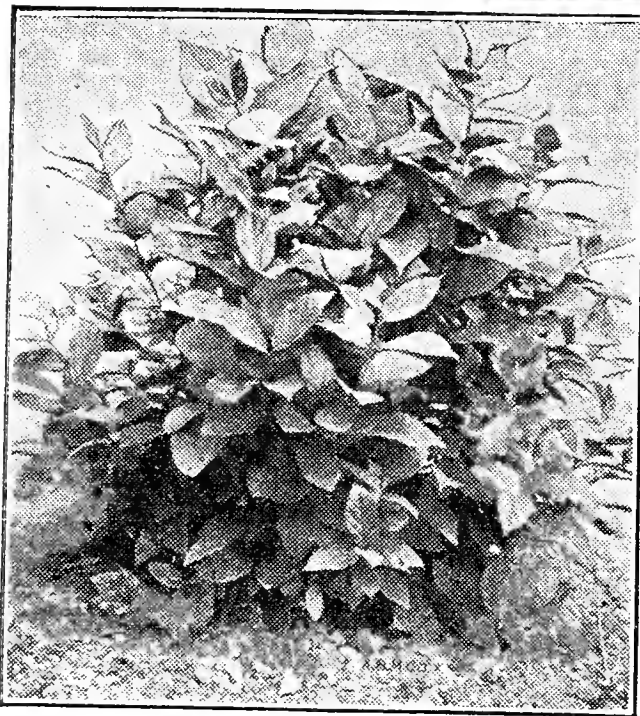
(*Cotoneaster horizontalis*). Remarkable evergreen shrub with prostrate habit of growth. Leaves are shiny green, turning crimson in the fall. Fruits are glowing scarlet and cling until midwinter. We send only plants from 2½-inch pots. This ball of earth practically insures your transplanting success. Size 8 to 12 inches. 75c each; 2 for \$1.25; 6 for \$3.00. (Picture at right).



Rock Cotoneaster.

PEKING COTONEASTER

(*Cotoneaster acutifolia*). Upright growing shrub with slender branches. Dainty rose-pink flowers in May and June followed by showy black fruit which cling well into the winter. Foliage glossy green and nearly evergreen. Size 2 to 3 feet. 50c each; 3 for \$1.25; 6 for \$2.00.



Sweet Shrub.

SWEET SHRUB (*Calycanthus floridus*). Dainty shrub with shiny green leaves. Unique, aromatic, chocolate-brown flowers in May and June. Grows 4 to 6 feet high. Size 1½ to 2 feet. 40c each; 3 for \$1.10; 6 for \$2.00.

RED LEAVED JAPANESE MAPLE (*Acer palmatum atropurpureum*). This charming dwarf tree seldom attains a height of more than 10 feet. Beautiful cut leaves of vivid red throughout the summer months, which turn to a rich bronze in fall. The real "Aristocrat" among maples. Size 2 to 2½ feet. Balled and burlapped, \$4.50 each; 2 for \$7.85; 6 for \$18.75.



Japanese Maple, Red Leaved.



Witch Hazel.

AMUR TAMARIX (*Tamarix amurensis*). Slender branched shrub with feathery green foliage which much resembles an evergreen. Minute pink flowers appear in profusion along each branch before the leaves appear. Grows 8 to 10 feet high. Size 2 to 3 ft. 40c each; 3 for \$1.10; 6 for \$2.00.



Amur Tamarix.

WITCH HAZEL (*Hamamelis virginica*). Fall blooming tree 10 to 15 feet high. The foliage is dense and perfect green. In the fall after frosts, this foliage turns to a decidedly purple hue. Unlike most other trees and shrubs, the Witch Hazel blooms in November and its fringelike yellow blooms never fail to create admiration at this late date. Size 2 to 3 feet. 75c each; 2 for \$1.35; 6 for \$3.50.

CUT LEAF SUMAC (*Rhus typhina laciniata*). Picturesque border and background shrub. Grows 10 to 15 feet high with large, fernlike leaves. In autumn the leaves turn a dazzling red. Flowers June and July followed by showy red fruit until late fall. Size 2 to 3 feet. 45c each; 3 for \$1.15; 6 for \$2.00.



Cut Leaf Sumac.

Free! \$1.00 Value

Send us an order amounting to \$5.00 or more and you may choose any \$1.00 value Free. See page 58.

Flowering Ornamentals

REDBUD OR JUDAS TREE (*Cercis canadensis*). Small tree, maximum height 20 to 30 feet. Heart-shaped leaves, myriads of small reddish purple blooms in April before leaves appear. Size 2 to 3 feet. 70c each; 2 for \$1.25; 6 for \$3.25.

PAUL'S DOUBLE SCARLET THORN (*Crataegus oxyacantha splendens*). Grows 15 to 18 feet high. Very many double brilliant scarlet blooms; small, showy fruits later. Size 2 to 3 feet. \$1.25 each; 2 for \$2.25; 6 for \$5.35.

BRONZE GLORY (*Prunus cistena*). Leaves, brilliant carmine in early spring; change to deep maroon in summer with a bronzy metallic sheen. Truly magnificent! Beauty lasts all spring and summer. Beautiful pink flowers in April. Grows 8 to 10 feet high. Size 2 to 3 feet. 60c each; 2 for \$1.00; 6 for \$2.65.

BECHTEL'S FLOWERING CRAB (*Malus ioensis plena*). Compact; large lustrous green leaves, silvery beneath. Immense, double pink flowers in May. Size 2 to 3 feet. 60c each; 2 for \$1.00; 6 for \$2.70.

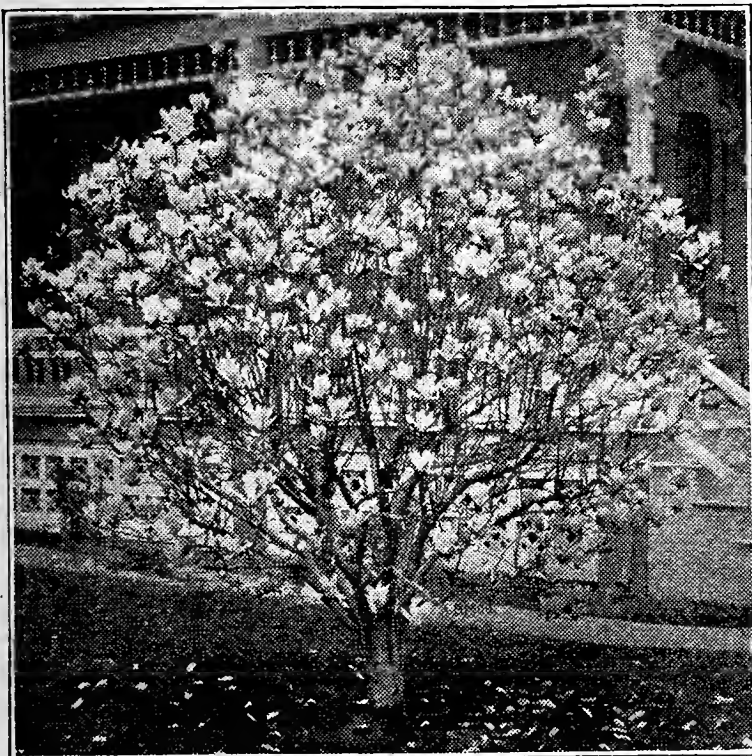
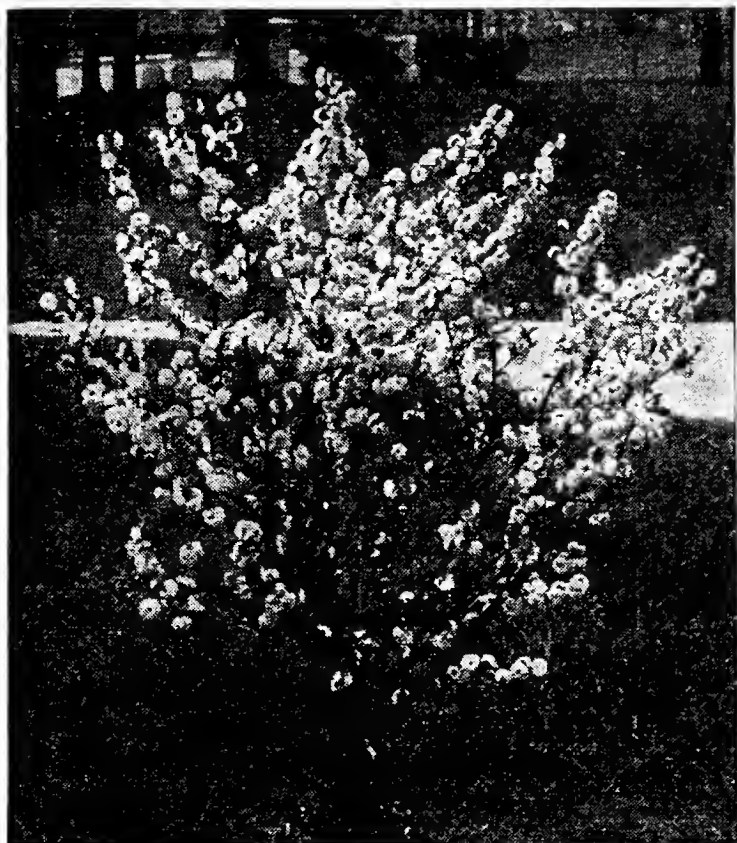
EUROPEAN BURNING BUSH (*Euonymus europaeus*). Small, 15-ft. tree. Leaves and stems, bright green. Clusters of bright yellow flowers in spring; bright crimson fruit later, clings until midwinter. First frost colors the leaves beautiful scarlet. Size 3 to 4 feet. 60c each; 2 for \$1.00; 6 for \$2.25.

DOUBLE FLOWERING PLUM (*Prunus triloba*) (*Rose Tree of China*). Grows 8 to 12 feet. Loads of rich double pink blooms. May. Size 2 to 3 feet. 50c each; 2 for 90c; 6 for \$2.15.

DOUBLE FLOWERING PEACH (*Amygdalus rubroplena*). Large, double red flowers. 2 to 3 feet. 60c each; 2 for \$1.00; 6 for \$2.70.

DOUBLE FLOWERING CHERRY (*Prunus cerasus*). Grow to 30 feet. Double pink flowers in spring. Size 3 feet. \$1.25 each; 2 for \$2.25; 6 for \$5.35.

FLOWERING ALMOND (*Prunus glandulosa albiplena*). Many double pink blooms in May. 4 to 5 feet high. Size 18 to 24 inches. 60c each; 3 for \$1.65; 6 for \$2.75.



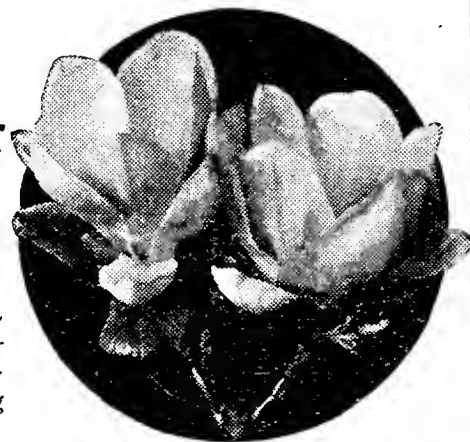
Magnolia The Magnificent

(*Magnolia Soulangiana*)

(Picture at left).

Let's change "Magnolia" to "Magnificent" for no name could be better suited to this glorious tree. Truly Magnolia is the aristocrat of all flowering ornamentals.

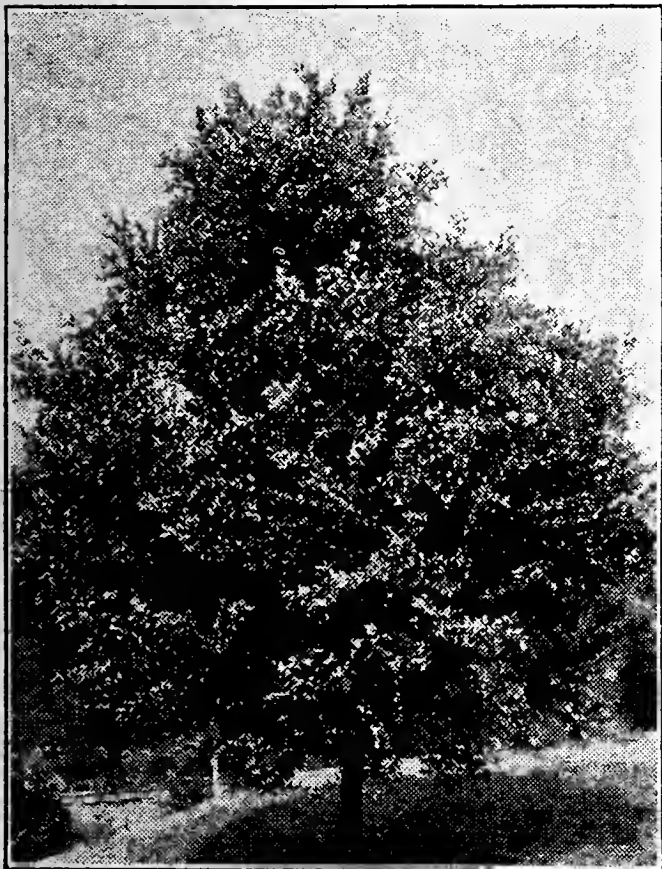
Produces immense flowers in the spring before leaves appear. Leaves, large and glossy. A highly ornate specimen at all times of year. Grows 18 to 20 feet tall. Admirers will come by your home just to see this amazing beauty. Large 2- to 3-ft. trees, balled and burlapped, \$4.50 each; 2 for \$7.85; 6 for \$18.75.



Magnolia Blossoms

Note the beautifully shaped blossoms. They are immense in size and delicate. Blushing pink in color. Beautiful! Beautiful!

Decorative and Shade Trees



Chinese Elm.

CHINESE ELM (*Ulmus pumila*). Fast growing shade and ornamental tree. -Grows 40 feet high, graceful, dense, glossy—an abundance of shade in only a short time. 5- to 6-ft. trees, 60c each; 2 for \$1.00; 4 for \$1.85; 10 for \$3.95.

LOMBARDY POPLAR (*Populus nigra italica*). 60- to 70-ft. spires of beauty. Size 6 to 8 feet. 60c each; 2 for \$1.00; 4 for \$1.85; 10 for \$3.95.

MOUNTAIN ASH (*Sorbus aucuparia*). Symmetrical 25- to 30-ft. tree, smooth greenish bark. Clusters of orange-red berries. Size 4 to 6 feet. 80c each; 2 for \$1.50; 10 for \$6.50.

NORWAY MAPLE (*Acer platanoides*). Well rounded hard Maple. 50 feet. Dense, dark green foliage. Size 6 to 8 feet. \$2.50 each; 2 for \$4.45; 4 for \$7.75; 10 for \$17.50.

SILVER MAPLE (*Acer dasycarpum*). 50 feet high, quick. Silver green leaves. Size 6 to 8 feet. 60c each.

PUSSY WILLOW (*Salix discolor*). Grows 20 feet. Size 4 to 5 feet. 60c each; 2 for \$1.00; 4 for \$1.85; 10 for \$3.95.

WEeping WILLOW (*Salix blanda*). Grows 30 to 40 feet high. Size 4 to 6 feet. 70c each; 2 for \$1.25; 4 for \$2.25; 10 for \$4.85.

ARALIA SPINOSA (*Devil's Walking Stick*). Small 20- to 25-ft. tree. Leaves immense, 1½ to 2 feet. Large panicles of creamy white flowers. Size 3 to 4 feet. 85c each; 2 for \$1.55; 4 for \$2.65; 10 for \$5.95.



Umbrella Catalpa.

UMBRELLA CATALPA (*Catalpa Bungei*). Maintain their form without pruning, formal effect. 4- to 5-ft. grafted trees—grow not over 6 to 8 feet. \$1.25 each; 2 for \$2.25; 4 for \$3.95; 10 for \$9.35.

Bridal Bouquet Buddleia

(*Buddleia Alternifolia*)

(See picture on page 31).

Hardy Tops—Hardy Roots

Now again we have found an amazing treasure for lovers of beauty. For years you have admired the lovely beauty of the Buddleia or Butterfly Bush, but have found it unsuitable for most landscape work because only the roots were hardy. Bridal Bouquet Buddleia has both **hardy tops and hardy roots**—can be used wherever any other shrub of the same size can be used—foundation plantings, group plantings or alone. The tops of Bridal Bouquet Buddleia do not die down during the winter but remain as a foundation for new growth the same as with other shrubs.

Three Point Beauty

Beautiful foliage, beautiful flowers, beautiful form! Many shrubs have beautiful flowers but foliage that cries to be hidden—many have

beautiful foliage but flowers of little value—and with still others the beauty of flowers and leaves is marred by unsightly shape. Bridal Bouquet Buddleia scores high on all three points. Leaves are well formed and appear alternately on stems as shown in picture at right. Stems slender, graceful and drooping; beautiful lavender flowers appear in profuse clusters all along the stems.

Spirea Lovers, Attention

In form, Bridal Bouquet Buddleia is like a glorified and transfigured Spirea. One expert even advised us to describe it as a lilac colored Spirea, for at a distance it appears as a beautiful Spirea which miraculously has changed the color of its blossoms to beautiful lavender. It blooms about two to three weeks later than Spirea Van Houttei, about the same height (5 to 6 feet), and is a good companion plant. You can have all the beauty that goes with Spirea and yet be **distinctive and unusual** by planting Bridal Bouquet Buddleia.

Prices

65c each; 2 for \$1.10; 4 for \$2.00;
10 or more at 45c each.

New! Purple Buddleia Ile de France

(Picture on page 31).

The glorious thing about this new Buddleia is the immense size and rich color of its flower spikes. These are not weak lavender but **rich, rich purple** and they are tremendous in size—get to be **1 foot or more in length** and the bush is literally covered

with them. The bush gets to be 3 to 4 feet high and 3 to 4 feet wide. The flowers are very fragrant and attract bevy of beautiful butterflies. It is a vigorous grower and very easy to establish. Blooms from August to October or later. It will be a distinct matter of pride to you when you can display it, and we urge you to include at least one in your order.

Prices: 65c each; 2 for \$1.10; 4 for \$2.00; 10 or more at 45c each.

Purple Fringe or Smoke Tree

(Picture on page 31).

Just like a big, beautiful puff of purple smoke. Purple Fringe is a tree-like shrub that grows 8 to 10 feet high. It has glossy green leaves with smoky colored panicles of feathery flowers. The effect is beautiful and quickly attracts the eye and arouses admiration.

We send you particularly fine plants—18 to 24 inches. 65c each; 2 for \$1.10; 3 for \$1.50.

(See page 31).

Garland Flower

(See page 31).

Beautiful flowers, beautiful foliage, beautiful shape! Like Bridal Bouquet Buddleia, Hardy Garland Flower scores on all 3 points of beauty. "Oh, how beautiful!" That's what friends and strangers will say when they see it. Hardy Daphne Cneorum is one of those unusual shrubs, and its beauty is not short-lived—it blooms at intervals summer-long. April and May it is just one big gorgeous mass of pink delight. Beautiful blue-green foliage—evergreen!

Low growing, 12 to 18 inches, hardy. Likes sun. Fine specimens 8 to 12 inches, balled and burlapped, \$1.25 each; 2 for \$2.00; 6 for \$5.00.

Japanese Azalea (*Azalea Mollis*)

(Picture on page 31).

"What gorgeous, glorious colors! Oh, what are they?" Everyone will admire your Japanese Azalea just that enthusiastically. These shrubs add an unusualness to your planting that will be a continual delight. Dwarf, splendid form and foliage. Burnt orange, yellow, pink, red, or salmon-colored flowers in May. Like sun or shade. Hardy. Fine specimens, 8 to 12 inches, grow to 3 feet, balled and burlapped, \$1.25 each; 2 for \$2.00; 6 for \$5.00.

MIRACLE PEAT is especially fine for Daphne and Azalea. See page 60.

Buddleia Farquhari

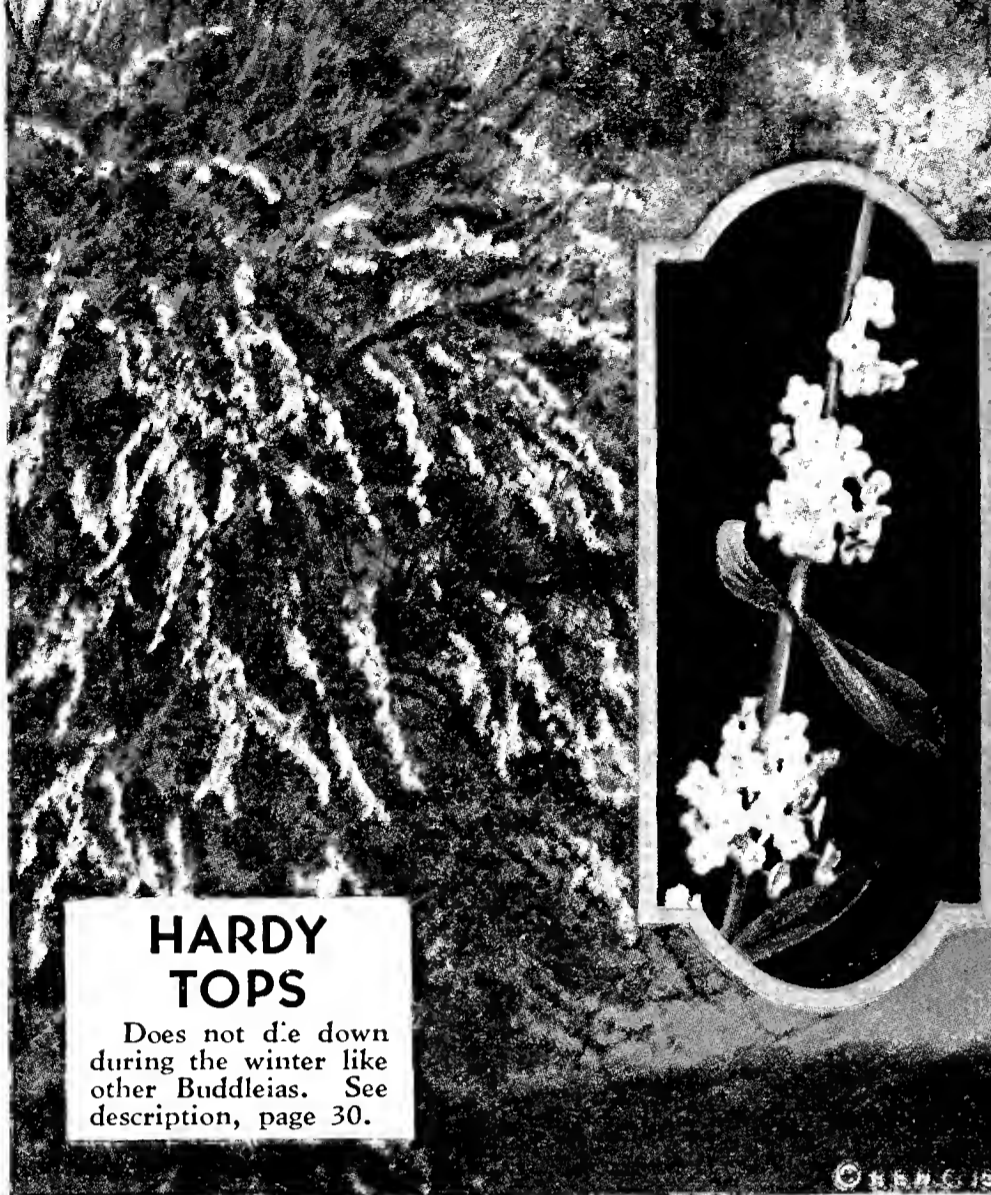
Another Butterfly Bush. Description same as for Buddleia Ile de France but bush grows larger. Color of blooms deep lilac instead of deep purple. Strong, field-grown plants, 45c each; 3 for \$1.10; 6 for \$1.75.



New Purple Buddleia, Ile de France. (See Page 30).



Purple Fringe or Smoke Tree. (See Page 30).



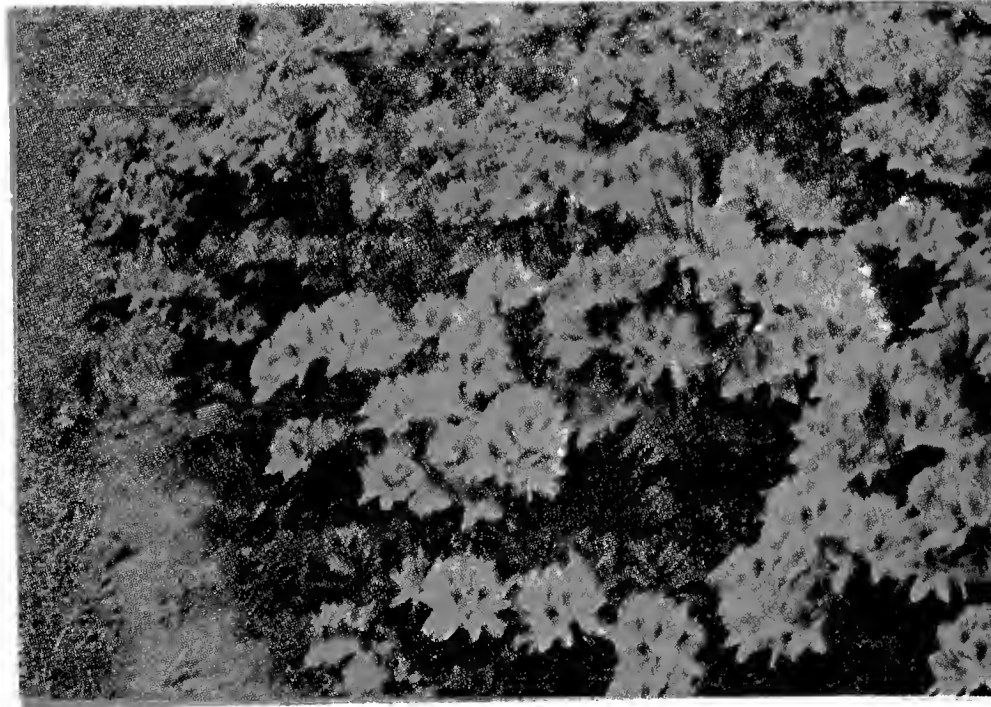
HARDY TOPS

Does not die down during the winter like other Buddleias. See description, page 30.

Buddleia, Bridal Bouquet. (See Page 30).



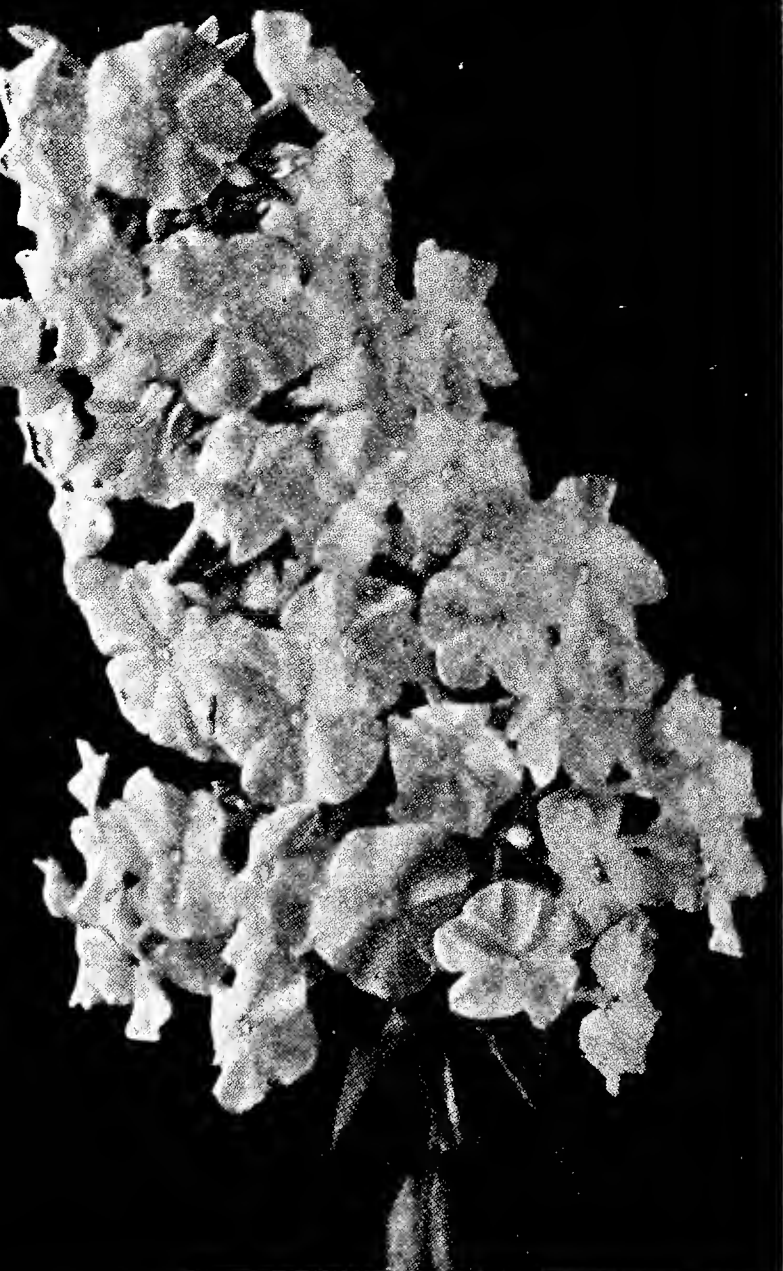
Garland Flower, Hardy Daphne Cneorum. (See Page 30).



[31] *Japanese Azalea—Azalea Mollis.* (See Page 30).



Lamartina Delphinium, Indigo Blue
A Tower of Blue Beauty



Pink Charmer Phlox, 4 Weeks Early

PROGRESS

New INDIGO BLUE Delphinium Everblooming

RICH BLUE. All lovers of blue will want Lamartina Delphinium. The color is the deepest, richest, purest blue you ever saw. BLUE! Yes BLUE! Deep, soul-satisfying blue, as rich as indigo.

EVERBLOOMING! Not a dilly-dally flower, but one that comes to stay. Blooms middle of June until mid-October or longer. Three months or more of rich blue beauty!

TALL, MANY FLOWERS! Probably the heaviest loaded of all Delphiniums, with side spikes each seeming in a hurry to take its place as main bloomer. Many spikes flowering at once—10 to 20 spikes per plant. Grows 4 to 5 feet high and higher—sometimes 7 feet. Rivals hollyhocks in size, beats other Delphiniums for beauty.

PRICES: 40c each; 3 for \$1.00; 6 for \$1.75; 12 for \$2.95; 25 for \$5.00.

PROGRESS

FOUR WEEKS EARLY Pink Charmer Phlox

EARLY! Starts blooming in June, 30 days earlier than others. Gives you Phlox while your neighbor waits.

EVERBLOOMING! Keeps right on blooming heavily until September. Blooms just as long, or longer, than any Phlox grown.

RICH COLORS! Impossible to show the rich coloring in print. You cannot imagine the rich, pure mauve-pink color of this charming Phlox. Note also the beautifully shaped flower head, one of the most beautiful Phlox grown.

SUCCESS! Now many can have Phlox who could not have them before. Pink Charmer succeeds where others fail, grows most anywhere, as easily grown as Iris. **PRICES:** 40c each; 3 for \$1.00; 6 for \$1.75; 12 for \$2.95; 25 for \$5.00.



.... THE BOOK OF

Painted Daisies With

Just imagine the fluffy beauty of a hothouse Chrysanthemum combined with the demure and charming beauty of the Painted Daisy! The picture above gives you an idea but only in the flowers themselves can you see the dainty fluffiness of the centers, the rich coloring, and the shy grace of the petals. These are Painted Daisies over whom some fairy godmother—like Cinderella's—has waved a magic wand, and like Cinderella



PROGRESS

Chrysanthemum Centers

they captivate everyone with their newly-found loveliness.

Grow 24 to 30 inches high, spread about two feet, producing as many as 50 flowers per plant per season.

Three varieties much alike in form but different in color as shown above. Trojan somewhat darker than Miami Queen, Buckeye still darker than Trojan.

Prices: 40c each; 3 for \$1.00; 6 for \$1.75; 12 or more at 25c each.

Silver Blue Juniper

(Juniperus Meyeri)

Unusual Color

Here is an evergreen so nearly new that 90% of you never heard of it until it was featured by Kellogg last year. Or should we call it "Ever Blue" rather than evergreen? Here is the most beautiful of all low growing evergreens. Color is a **silvery, shimmery blue** as name indicates. Spreading habit as shown. Grows 3 to 4 feet high. Comes in three sizes as follows at prices shown:

- 8 to 10 in., 75c each; 2 for \$1.35; 6 for \$3.50.
- 12 to 15 in., balled and burlapped, with earth on roots, \$1.85 each; 2 for \$3.50; 6 for \$9.75.
- 15 to 18 in., balled and burlapped, with earth on roots, \$2.50 each; 2 for \$4.50; 6 for \$12.00.

♦ 12 ♦

Hollyhock Strain Delphiniums for \$2

HOLLYHOCK STRAIN—super-excellence in Delphiniums—ruggedness, hardiness, immensity of bloom—variety of colors. A special strain, the results of careful breeding to bring out to the greatest possible degree the finest characteristics and beauty of Delphiniums.

THESE are not just ordinary Larkspurs. They are tall and rugged growers. The foliage is broad and handsome. Flower spikes are extremely massive. These unfailing characteristics alone put Hollyhock Strain English Hybrids in a class by themselves. Add to this the magnificent grandeur of their varied colors and you have a word picture of these most impressive beauties. But words cannot describe the colors to be found in these elegant creations—all shades of blue, old rose, pink, lavender and purple. Doubles and semi-doubles in profusion.

This is a value not to be overlooked. Order now. Preference given to early orders.

Six field-grown plants only \$1.15; 12 for \$2.00.

FREE! FREE!

One Lamartina Delphinium Free with any \$2.00 order for Delphiniums.

(For Chinese, Belladonna and Bellamosa Delphiniums, see page 17).



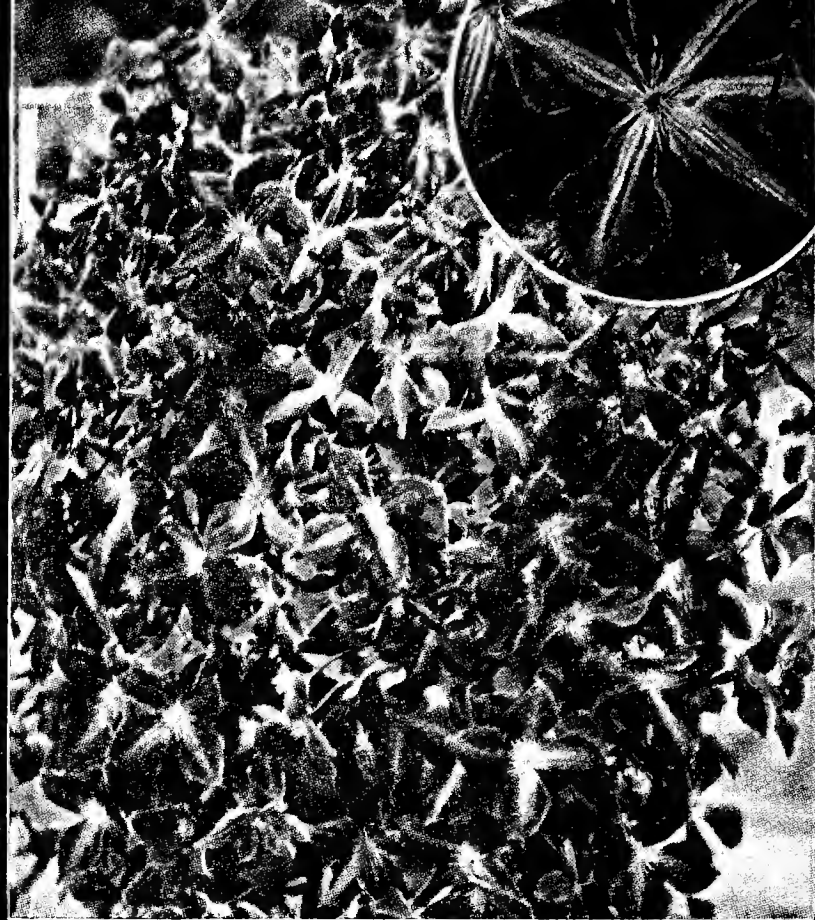
Silver Blue Juniper - Juniperus Meyeri



Hollyhock Delphiniums



Clematis Montana Undulata



Clematis Jackmani



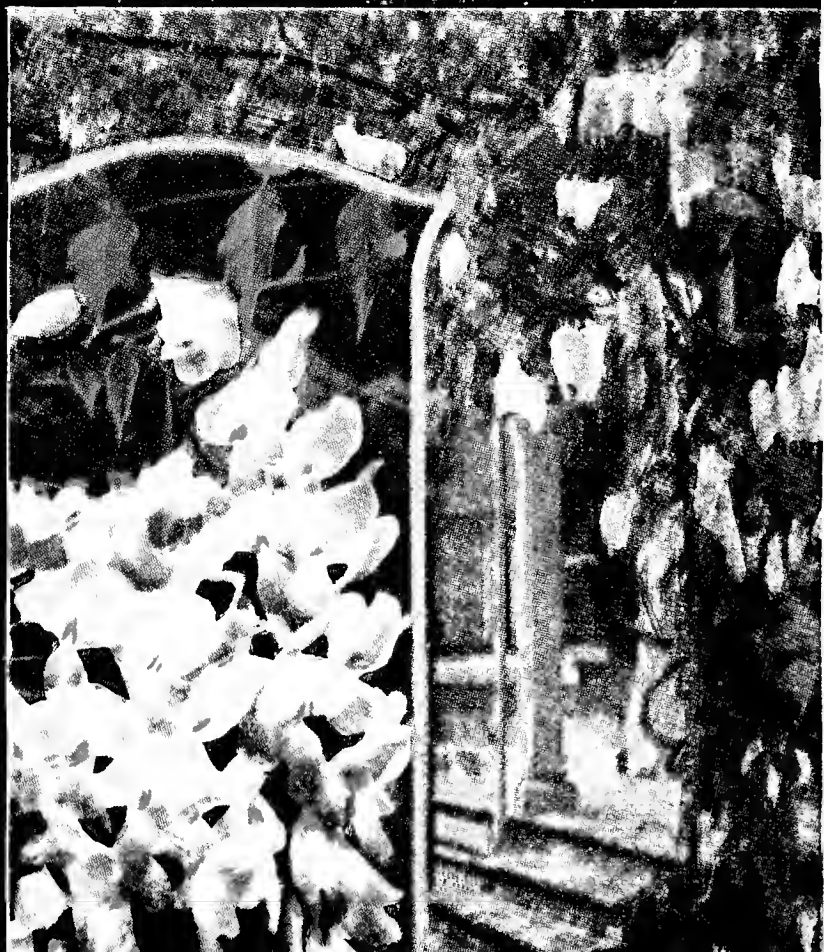
Clematis Mme. Edouard Andre



Hall's Japan Honeysuckle



Clematis Paniculata



Chinese Wisteria

Clematis Montana Undulata

(Picture on Page 34)

Search! Search! Search! Discard, throw out, try again! That's what we do in looking for new and better things for you. But results are worth the effort. Azaleamum was worth the effort, Dazzler Carnation was worth the effort, Rose Dawn Dianthus was worth the effort; and so was Bridal Bouquet Buddleia, the new Painted Daisies with chrysanthemum centers, and all the other beautiful flowers and shrubs that are described in our "Book of Progress."

But for a long time there was one thing that eluded us—a climbing vine to surpass all others in beauty and usefulness. Now, at last, we have it for you. See the picture of Clematis Montana Undulata on page 34.

A Rosy Pink Blanket

Just imagine a whole beautiful blanket of these lovely pink flowers! Imagine your porch or trellis covered with them! Use them for converting unsightly fences and trees into beauty spots. Hundreds of blossoms—yes, hundreds.

Beautiful Anemone-Type Flowers

Flowers are very much similar to beautiful anemone blossoms and the most delightful shell-pink you ever saw, with pretty little, flossy, yellow centers. And how they do pile on top of one another! And all the time—for a period of four weeks or more, new buds are swelling and bursting into new flowers. You will love the refined, well-bred beauty of these blossoms.

Beautiful Waxy Foliage

The foliage, too, is decidedly beautiful. It is a rich waxy green that no picture can show, dark and healthy, and a whole beauty show in itself. Grows 10 to 12 feet high. Wherever a beautiful green is wanted use Clematis Montana Undulata.

Hardy

Clematis Montana Undulata has stood temperatures of 30 degrees below zero unprotected. It likes sunshine but gets along nicely with only three or four hours each day. Easy to grow. Likes well drained soil and likes shade around the roots and responds beautifully to fertilization, but otherwise has no soil preference. We recommend Clematis Montana Undulata.

Price, 85c each; 3 for \$2.25; 6 for \$4.00.

More Climbing Beauties

HALL'S JAP. HONEYSUCKLE (*Lonicera japonica Halliana*). Shown in colors on opposite page. Strong growing vine, nearly evergreen foliage. Masses of highly fragrant blooms which emerge white and turn to yellow. 2-year plants, 40c each; 3 for \$1.00; 6 for \$1.65.

SCARLET TRUMPET HONEYSUCKLE (*Lonicera sempervirens*). No picture is necessary as this variety is well known. It's a vigorous climber with nearly evergreen foliage. Flower trumpets brilliant scarlet-red. Very attractive at all times. 2-year plants, 40c each; 3 for \$1.00; 6 for \$1.65.

CLEMATIS PANICULATA (*Sweet Autumn Clematis*). Shown in colors on opposite page. Graceful climber with myriads of minute white blooms. Fragrant even at a distance. 40c each; 3 for \$1.00; 6 for \$1.65.

Picture Page 34. **Chinese Wisteria** Picture Page 34. Quick Blooming Strain

Most Chinese Wisteria take several years to bloom. These Chinese Wisteria are grown from cuttings and will bloom for you in one year from planting. The vines are hardy and rapid growing. Leaves gray-green and compound. Flowers produced in immense purple clusters as shown on opposite page. Blooms appear in May and June. Price only 40c each; 2 for 70c; 3 for 95c; 6 for \$1.65.

Large-Flowering Clematis

Flowers—real flowers! These Clematis are not simply vines bespeckled with dots and splashes of color; they bear quantities of large 4- to 6-inch flowers richly colored and beautiful. And they are not the fickle sort that greet you one day only to be gone the next—they have a long June to October blooming period. Nothing could possibly be finer for your trellis, pergola or porch. All No. 1 grade—loads of bloom quickly. Give them sunlight and well drained soil. Three colors:

Jackmani. Rich violet-purple. Very easy to grow. Be sure to order this alluring beauty. Field-grown plants, 75c each; 3 for \$1.85.

See pictures, Jackmani and M. Ed. Andre, page 34.

Mme. Edouard Andre. Flowers of carmine-red. The most unusual Clematis known. Beautiful with Jackmani. Field-grown plants, 75c each; 3 for \$1.85.

Henryi. Creamy white. Do not confuse with ordinary white kinds. Henryi flowers are exceedingly large. Extra long blooming. Field-grown plants, 75c each; 3 for \$1.85. (See picture above).

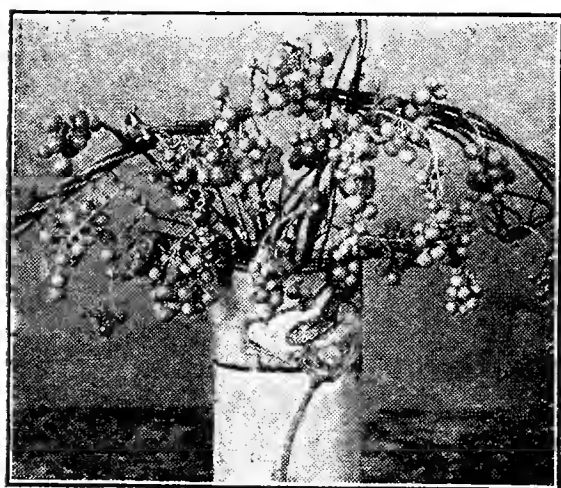


Clematis Henryi.

Climbing Vines (Continued from page 35)



Silver Lace Vine.



Bittersweet.



Japanese Spurge.

Free!
BULB
BOOK

Ask for Kellogg's fall catalog of Narcissus, Hyacinths, Tulips, Crocus, Snowdrops, Iris, Poppies, and other beautiful flowers for fall planting. Recognized as one of the best fall planting guides to be had.

Limited Supply

Only enough books will be printed to supply the demand so you must ask now and have your copy reserved. Please state when you usually place your fall orders for bulbs.

SILVER LACE VINE (*Polygonum Auberti*). A remarkably fast growing vine, often registering a growth of 20 feet in one season. Numerous racemes of snowy white flowers all summer and fall present a striking effect. If you desire a quick growing, beautiful screen for pergola, fence or perhaps some unsightly object, do not hesitate to plant Silver Lace Vine. 2-yr. plants, 60c each; 3 for \$1.50; 6 for \$2.65.

SILVER-EDGED WINTER CREEPER (*Euonymus radicans argenteo-marginata*). Dense growing trailing vine with small green leaves edged with white. Clings to stone or wood. Ideal ground cover. Plant 5 feet apart. 2-yr. plants, 50c each; 3 for \$1.25; 6 for \$2.00.

EVERGREEN BITTERSWEET (*Euonymus radicans vegetus*). Magnificent sturdy vine with large, shiny green leaves and showy orange fruit. Climbs any surface without support. An excellent ground cover. Plant 5 feet apart as a climber, 2½ feet as a ground cover. 2-yr. plants, 50c each; 3 for \$1.25; 6 for \$2.00.

BITTERSWEET (*Celastrus orbiculatus*). Now you may have wonderful winter bouquets of bright red fruit from this plant without the necessity of roaming over the country-side for it. Any fence, post or tree will furnish the support for Bittersweet. Orange-red flowers in midsummer. 2-yr. plants, 40c each; 3 for \$1.00; 6 for \$1.65.

JAPANESE SPURGE (*Pachysandra terminalis*). Dense masses of lustrous green leaves. Grows 9 to 12 inches high, making a perfect ground cover for the shady place where other plants fail to thrive. Practically evergreen. If immediate effect is desired, use 3 plants to each square foot. 2-yr. plants, 25c each; 6 for \$1.25; 50 or more at 12c each.

BOSTON IVY (*Ampelopsis tricuspidata*). This beautiful vine clings tenaciously to any surface. Its large leaves completely cover any surface desired. 2-yr. plants, 40c each; 3 for \$1.00; 6 for \$1.50.

AMERICAN IVY or VIRGINIA CREEPER (*Ampelopsis quinquefolia*). Clings to walls or any support. Dense, green foliage turns bronzy red in autumn. Very hardy. 2-yr. plants, 35c each; 3 for 90c; 6 for \$1.45.



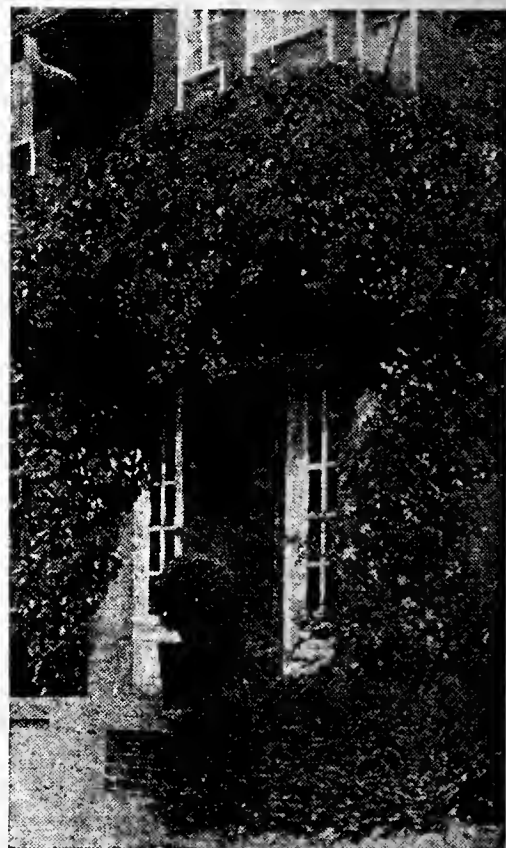
Silver Edged Winter Creeper.



Evergreen Bittersweet.



Boston Ivy.



American Ivy.

Free! \$1.00 value

Send us an order amounting to \$5.00 or more and you may choose any \$1.00 value you wish from our catalog without extra charge. See full details, page 58.

This Offer Expires April 15

NEW READY-MADE HEDGE

The Sensational New Barberry — Hardy, Quick, Erect Grower — Beautiful! No Waiting — Well Formed Hedge Now — Foliage and Growth Like Boxwood. U. S. Patent No. 110.

... THE BOOK OF

New Hedge

Truehedge Columnberry

(Berberis Thunbergi Pluriflora Erecta)

For years thousands and thousands of people have wanted beautiful hedges around their homes but have been discouraged by the thought of the labor required. Hedges, to be beautiful, needed pruning and trimming and this required backbreaking, hand-blistering labor with perhaps only mediocre results; or the expense of a skilled gardener was required.

Now, comes a new hedge plant that eliminates pruning and trimming almost entirely. Only an occasional and infrequent snip here and there is all that is necessary.

PRICES (9" to 12" plants):
2 for 80c; 10 for \$3.00; 100 for \$25.00.

PROGRESS...

Saves Labor!

Here is a hedge plant that knows how to be beautiful of its own accord—keeps itself neat, well groomed and orderly at all times—makes a beautiful hedge a thing of easy and sure accomplishment. Just plant it in rows and your hedge is established and stays established.

Other hedge plants require three to four years of care before the desired effect is achieved. This new hedge is so perfectly upright and beautifully pyramidal in shape that perfect hedge effects are obtained immediately.

PRICES (12" to 15" plants):
2 for \$1.00; 10 for \$4.00; 100 for \$35.00.



Truehedge is Beautiful!

Because Truehedge Columnberry requires so little trimming it is at all times beautiful. With other Barberry, ugly, bare branches are exposed with trimming. With Truehedge Columnberry the beautiful green leaves at all times screen the woody growth. Foliage is dense, heavy, and evenly distributed from the ground up. Leaves are much larger and thicker and of a much deeper, glossier, healthier shade of green than common Japanese Barberry. Takes on a rich, deep red coloring in fall, surpassing any other Barberry—no yellow.

In winter beautiful red berries appear profusely, groups of 3 to 10 berries instead of 1 to 3 as with ordinary Barberry—a year-round beauty!

Truehedge is Hardy—Drought Resistant!

Has withstood 26 degrees below zero. Does not discolor during terrific heat and drouth—comes through!

Truehedge is Healthy

So free from disease that it is not subject to Federal Quarantine regulations as applied to common Barberry. Does not rust.

Ready-Made Hedge

The picture above shows Truehedge Columnberry in rows. These rows have never been pruned. Note the beautiful effect. Truehedge Columnberry is a ready-made hedge. No years of waiting for effect and beauty. Plant 12 inches apart.

Single Plant of Truehedge Columnberry.



Truehedge Columnberry.

Ordinary Japanese Barberry.

Above is shown a plant of Truehedge Columnberry beside a plant of ordinary Japanese Barberry. Nothing could show you better than this the superior beauty of Truehedge Columnberry. Note the slender, upright form, note the superior beauty as compared with the irregular, scraggly shaped Japanese Barberry. Plant 12 inches apart for hedge.

Imitates Boxwood

The picture at the right shows a single plant of Truehedge Columnberry.

Truehedge Columnberry is ideal for planting in pairs beside porches, entrances, etc., where formerly expensive Boxwoods, Arbor-Vitae, and such have been used. In fact, many people have mistaken Truehedge Columnberry for Boxwood, so beautiful is its form. Eventual height about 5 feet. Always upright and slender. A well ordered, well groomed sentinel to guard your landscape beauty.

PATENTED
Plant Patent No. 110.
R. M. Kellogg Co.,
Authorized Distributors.

Evergreens

(Numbers refer to pictures)

- (1) **KOSTER'S BLUE SPRUCE** (*Picea pungens glauca Kosteri*). The aristocrat of all evergreens. Same form and habit of Colorado Blue but with foliage of "True Blue." Plant in full sun.

Prices:	Each	2for
1½-2 ft., B&B	\$7.50	\$14.00

- (2) **NORWAY SPRUCE** (*Picea excelsa*). Tall, rapid growing tree. Lustrous green foliage. Maximum height about 75 feet.

Prices:	Each	2for	6for
10-15 in., Mailing Size ..	\$0.40	\$0.75	\$1.75
1½-2 ft., B&B	1.10	2.00	5.00
2-2½ ft., B&B	1.50	2.50	6.00

- (3) **COLORADO BLUE SPRUCE** (*Picea pungens glauca*). Grows 40 feet or more in height. Foliage of impressive blue. Very slow growing, keeping in bounds for many years.

Prices:	Each	2for	6for
8-12 in., Mailing Size ...	\$0.40	\$0.75	\$1.75
1½-2 ft., B&B	4.25	7.85	18.50
2-2½ ft., B&B	5.00	9.00	21.00

- (4) **PYRAMID ARBOR-VITAE** (*Thuya occidentalis pyramidalis*). Symmetrical columns of deep green without pruning. Grows 15 to 20 feet tall but can be pruned to any desired height. (Tall tree is Pyramid A. V.)

Prices:	Each	2for	6for
8-10 in., Mailing Size ...	\$0.40	\$0.75	\$1.75
1½-2 ft., B&B	1.25	2.15	5.95
2½-3 ft., B&B	1.50	2.75	7.45

- (4) **GLOBE ARBOR-VITAE** (*Thuya occidentalis globosa*). Forms a low, dense globe without pruning. Grows 4 feet high. Leaves dark green and handsome. (Low tree is Globe A. V.)

Prices:	Each	2for	6for
8-10 in., Mailing Size ...	\$0.40	\$0.75	\$1.75
15-18 in., B&B	1.50	2.75	7.45
1½-2 ft., B&B	2.00	3.75	10.25

- (5) **AMERICAN ARBOR-VITAE** (*Thuya occidentalis*). Also known as White Cedar. Exceptionally hardy. Bright green leaves. May be sheared at will to any desired form. Grows 25 feet high.

Prices:	Each	2for	6for
12-15 in., Mailing Size ..	\$0.40	\$0.75	\$1.75
1½-2 ft., B&B	1.05	1.85	5.25
2-3 ft., B&B	1.45	2.65	6.75

- (6) **SCOTCH PINE** (*Pinus sylvestris*). Strong, tall grower with soft gray-green foliage. Grows 50 feet or more high.

Prices:	Each	2for	6for
12-15 in., Mailing Size ..	\$0.40	\$0.75	\$1.75
1½-2 ft., B&B	1.25	2.25	5.75
2-3 ft., B&B	1.50	2.75	7.25

- (7) **DWARF MUGHO PINE** (*Pinus montana mughus*). A genuine dwarf Pine, seldom attaining a height of over 4 feet. Dense and spreading. Foliage rich green. Tufts of new growth especially handsome. Popular foundation plant.

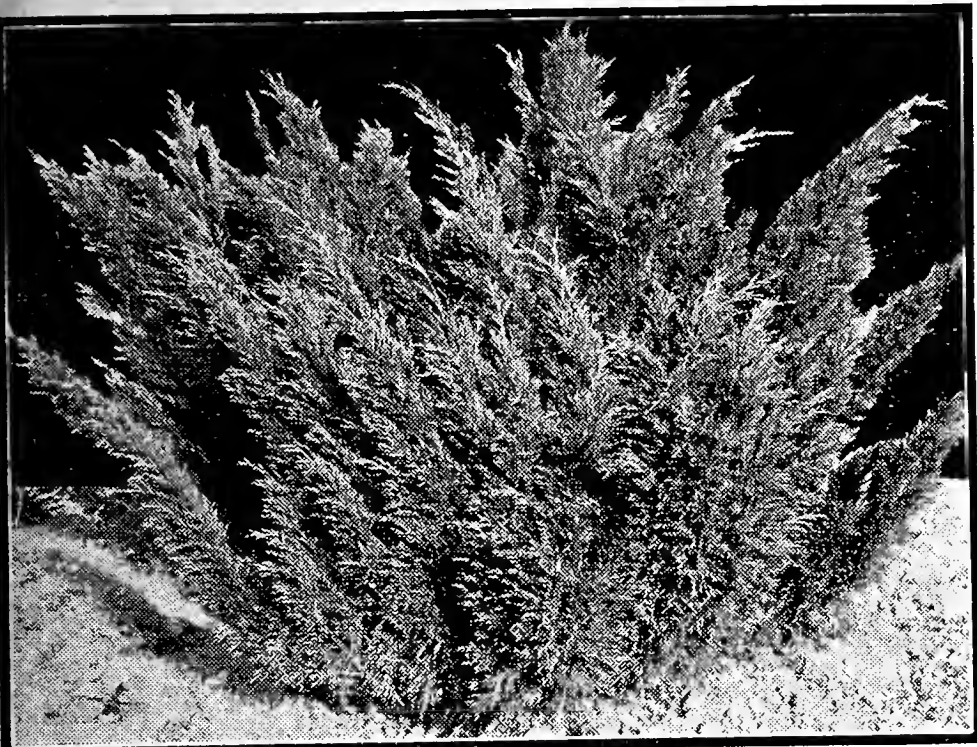
Prices:	Each	2for	6for
8-10 in. spread, Mailing Size	\$0.40	\$0.75	\$1.75
10-15 in. spread, B&B ...	1.25	2.00	5.00
15-18 in. spread, B&B ...	2.00	3.50	9.50
1½ to 2 ft. spread, B&B .	2.75	5.00	13.50

- (8) **AUSTRIAN PINE** (*Pinus nigra austriaca*). Hardy, rapid grower, maximum height 50 to 60 feet. Foliage rich deep green. New buds silvery.

Prices:	Each	2for	6for
12-15 in. Mailing Size ...	\$0.40	\$0.75	\$1.75
1½-2 ft., B&B	1.25	2.25	5.75
2-3 ft., B&B	1.50	2.75	7.25



EVERGREENS—contd.



Savin Juniper.

SAVIN JUNIPER (*Juniperus Sabina*). Dwarf evergreen growing 4 to 6 feet high with proportionate spread. Leaves are small and of a moss green color. Used chiefly as a fill or bank around taller growing Conifers.

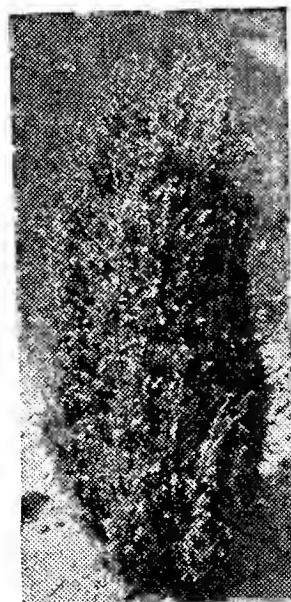
	PRICES	Each	2 for	6 for
8 -10 in. mailing size		\$0.40	\$0.75	\$1.75
15 -18 in. spread, B&B		1.50	2.75	7.45
1½- 2 ft. spread, B&B		2.25	4.00	10.95

Balled and Burlapped Evergreens

Where letters B&B are used with evergreen prices, balled and burlapped trees are furnished. These come with a large ball of earth on the roots and are easily planted. Simply dig a hole, set balled tree in hole, cut burlap loose around top, repack earth. Burlap soon rots in ground. Best for quick results.

SWEDISH JUNIPER (*Juniperus communis suecica*). Foliage is blue green with slightly drooping tips. Very hardy. Grows 8 to 10 feet tall.

	Each	2 for	6 for
8-10 in. ..	\$0.40	\$0.75	\$1.75
1½-2 ft., B&B ..	1.65	3.00	8.25
2-3 ft., B&B ..	2.10	3.85	10.50



Swedish Juniper.



Pfitzer's Juniper.

PFITZER'S JUNIPER (*Juniperus chinensis Pfitzeriana*). Perfect feathery light green foliage under-cast and tipped silver-gray. Grows 4 to 6 ft. wide and high. One of the most striking of all evergreens.

	PRICES	Each	2 for	6 for
8 -10 in. mailing size		\$0.40	\$0.75	\$1.75
15 -18 in. spread, B&B		1.75	3.25	8.85
1½- 2 ft. spread, B&B		2.50	4.50	12.00

Beautify Your Home With Hedges



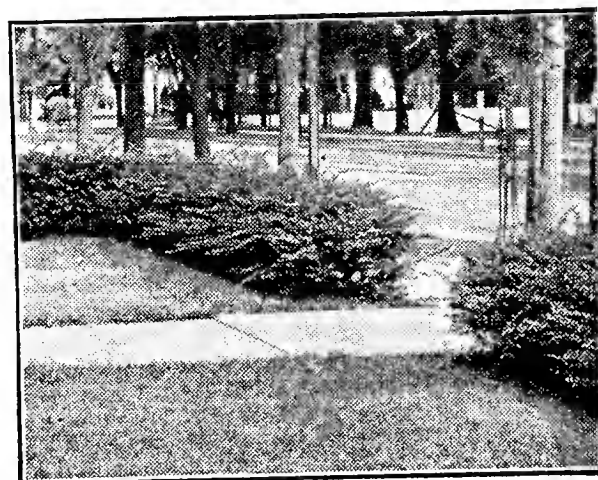
Amur River Privet.

AMUR RIVER PRIVET (*Ligustrum amurense*). Hardest and finest formal hedge. Hardy. Plant about 1 foot apart in single row or 18 inches in staggered row. Fine field-grown plants 12 to 18 inches. 10 plants for 80c; 25 for \$1.75; 50 for \$3.00; 100 for \$5.00; 200 for \$9.00; 300 or more at 4c each.

JAPANESE BARBERRY (*Berberis Thunbergi*). Green foliage turning red in fall. Red berries in winter. Field-grown plants, size 12 to 18 inches. 6 for \$1.00; 12 for \$1.75; 25 for \$3.00; 50 or more at 10c each.

RED-LEAVED BARBERRY (*Berberis Thunbergi atropurpurea*). The spring foliage is a warm, rich bronze-red. Summer and autumn add other shades of orange, scarlet and red. Winter berries bright scarlet. Should be planted in full sun exposure. Size 15 to 18 in. 6 for \$1.25; 12 for \$2.10; 25 for \$3.75; 50 or more at 12c each.

REGEL PRIVET (*Ligustrum ibota Regelianum*). Grows uniform and spreading. Leaves dark green and glossy. Thrives in shade. Size 18 to 24 inches. 10 plants for \$1.85; 25 for \$3.85; 50 or more at 14c each.



Japanese Barberry.

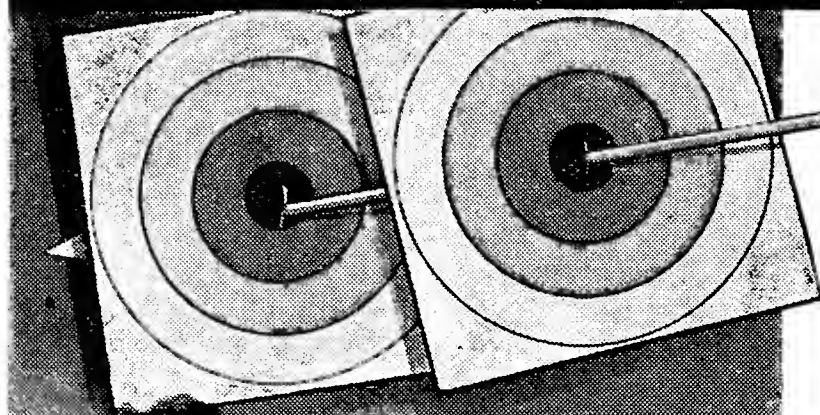


Regel Privet.

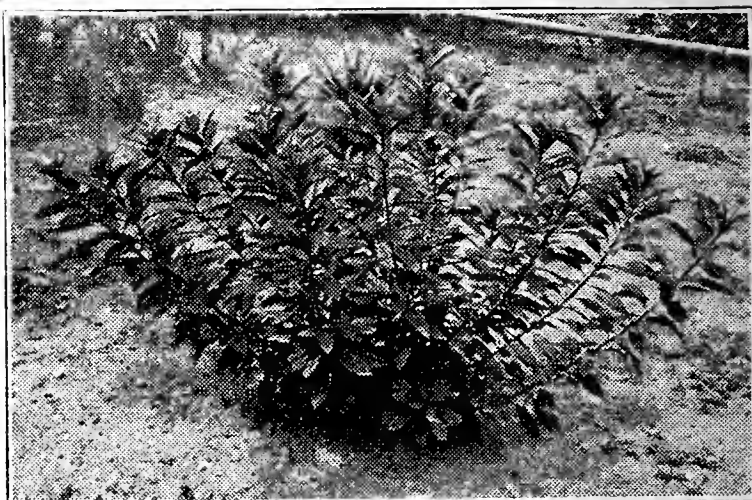


Red-Leaved Barberry.

Hitting Two Bull's-eyes at Once!



We all like delicious fruit. But many of you have not had room to grow your own. Now, with Hansen's Bush Cherry you can grow your own without sacrifice.



This picture shows a Hansen Bush Cherry only three months after planting. Hansen's Bush Cherry is quick growing—quick bearing—not a time waster. Note the beautiful form of the bush.

Fruit That Is Good to Eat

A Beautiful Ornamental Shrub

Hansen's Bush Cherry

Now small yards can have both beautiful shrubbery and delicious fruit. Hansen's New Bush Cherry combines two useful qualities both in one plant. You can have a beautiful hedge of shrubbery and from that hedge, pick delicious wholesome fruit.

BEAUTY!

Hansen's New Bush Cherry is beautiful during the entire growing season—beautiful foliage, beautiful shape, beautiful flowers.

WHITE BEAUTY! In early spring the bush is a perfect mass of beautiful snow-white flowers, completely and gloriously covering the entire bush—a soul inspiring sight. The fruit, too, adds beauty.

SILVER BLUE BEAUTY! The foliage is as beautiful as any we have ever seen—bluish green with a silvery frostiness that glitters in the sun like silver dust. Leaves beautifully shaped. Bush Cherry is beautiful even without flowers.

SHAPELY BEAUTY. Bush Cherry is shapely, symmetrical, trim, neat, well proportioned.

GOOD TO EAT

The fruit is delicious to eat from the bush, fine in sauce, superb in jam, splendid for jelly. Makes a most excellent cordial. The fruit is as large as the largest sweet Cherry.

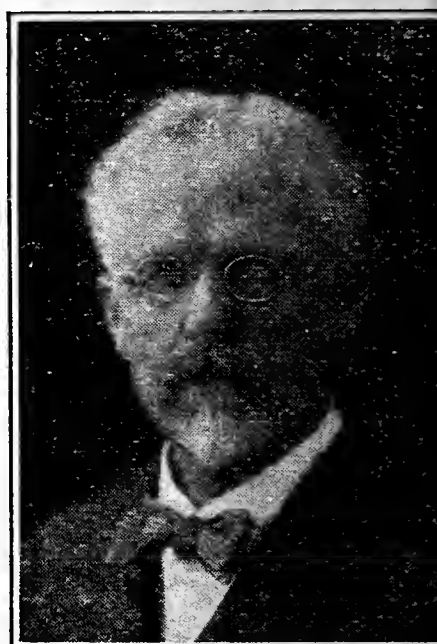
EASY TO GROW

Hansen's "Quick-Bearing" Bush Cherry grows rapidly and fruits quickly in any soil. Withstands heat, drought, or cold (20 degrees below or more). Requires less room than a raspberry bush but often bears more fruit than a plum tree. Can be planted as closely as 4 x 6 feet. Grows only 4 or 5 feet high—3- to 4-foot spread. Pick from ground—no ladder.

PRICES: 2 for \$1.00 10 for \$3.50 50 for \$14.00
2-3 ft. 5 for 2.00 25 for 7.50 100 for 25.00



Note how the fruit of Hansen's Bush Cherry is borne in thick clusters. It is a very heavy bearer, fruit as large as any sweet Cherry or larger, but plum-shaped. Fruit beautiful.

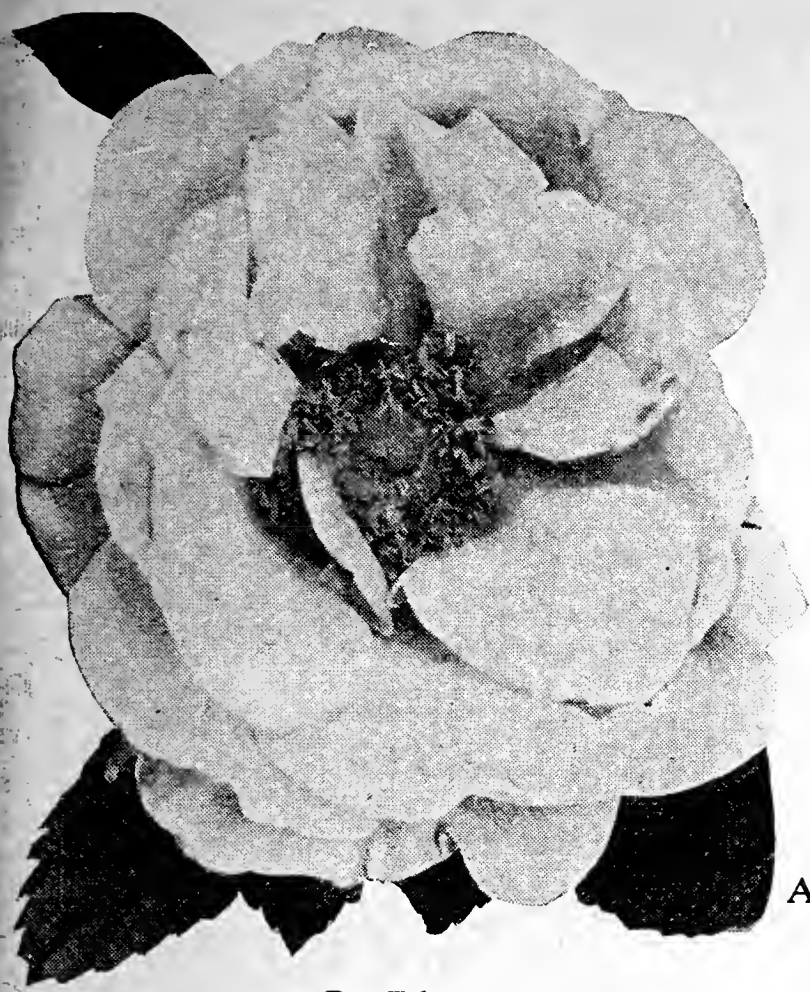


PROFESSOR N. E. HANSEN

30 YEARS EFFORT

This new "Quick-Bearing" Bush Cherry did not just happen. Professor N. E. Hansen, South Dakota State College, originator of Anoka apple, spent over 30 years developing it. Professor Hansen has given us many fine new fruits and his New Bush Cherry is one of his finest.

R. M. Kellogg Co., Three Rivers, Mich.



Dr. Eckener,
The Beautiful New Rugosa.

KELLOGG'S Shrub Roses

(*Rugosa* Roses)

Here are Roses that can be used in landscape work—they are fine for foundation plantings around homes, for group plantings, or alone, and they are fine, too, in the Rose garden or bed. A wonderful hedge! They are among the most hardy of all Roses, and will thrive under the most adverse conditions. Will bloom year after year.

Dr. Eckener

A brand new hybrid which has taken the country by storm. Flowers are fragrant and semi-double. Color is luminous pink suffused with orange and coppery rose. Price: 65c each; 3 for \$1.75; 10 for \$5.50.

Agnes. Fragrant flowers of clear pale amber. Buds are coppery yellow. Heavy bloomer.

Amelie Gravereaux. Flowers medium size. Double purplish red. Blooms all summer. Very fragrant.

Conrad Ferdinand Meyer. Very large flowers of silvery pink. Long stemmed for cutting. Resembles a Tea Rose.

Sir Thomas Lipton. Flowers of purest snow-white. The best of white rugosas.

F. J. Grootendorst. Clusters of small carnation-like blooms of bright red all summer. Very hardy. A most unusual Rose.

PRICES

All shrub Roses, excepting Dr. Eckener, 50c each; 3 for \$1.25; 10 for \$3.75.

Hybrid Tea Roses

ALL EVERBLOOMERS, 2-YEAR PLANTS

Edel. An enormous new Rose which is making a successful bid for supremacy among white Roses. Its pure white flowers are accentuated in the buds by a slight trace of ivory at the base.

E. G. Hill. Long buds of dazzling scarlet. Flowers of deep velvety maroon. Fine continuous bloomer.

Etoile de France. Extra fine shaped dark velvety red. Extremely shapely buds of rich scarlet. Long stems for cutting.

Gruss an Teplitz. America's premier bedding Rose. Myriads of intensely scarlet blooms all summer long. Very hardy.

J. J. L. Mock. Enormous blooms of light pink veined with deep pink and maroon. The under petals present a silvery hue. Extra fine.

K. A. Victoria. Long ivory-white buds opening purest white. Considered the most perfectly formed Rose in cultivation.

Killarney (Pink). Extra long pointed buds. Immense flowers with broad petals of sparkling pink. Good grower.

Lady Hillingdon. Delicately formed buds and flowers of clear apricot-yellow. A rapid grower and extra prolific bloomer.

Los Angeles. Ever popular Rose. Flaming pink petals with coral shadings and touched with old gold at the base. Exceptional.

Luxembourg. Rich golden yellow flowers. Plant is exceptionally hardy and free blooming.

Mme. Edouard Herriot. Profuse blooming coral-red, shaded scarlet and gold. Known also as the "Daily Mail."

Mme. Caroline Testout. Fine Rose with large flowers of satiny pink. Well formed and lasting.

Mrs. Chas. Bell. Lovely soft shell-pink. Vigorous growing and free blooming. Known also as Salmon Radiance.

Rapture. Delightful sport of Mme. Butterfly. Color rich creamy shade of pink with tints of coral and yellow. Fine for cutting.



Gruss an Teplitz.

Radiance, Pink. Large flowers of showy pink. Blooms profusely until late fall. Very popular.

Radiance, Red. A marvelous Rose identical with its parent, Pink Radiance, except its color is lively red.

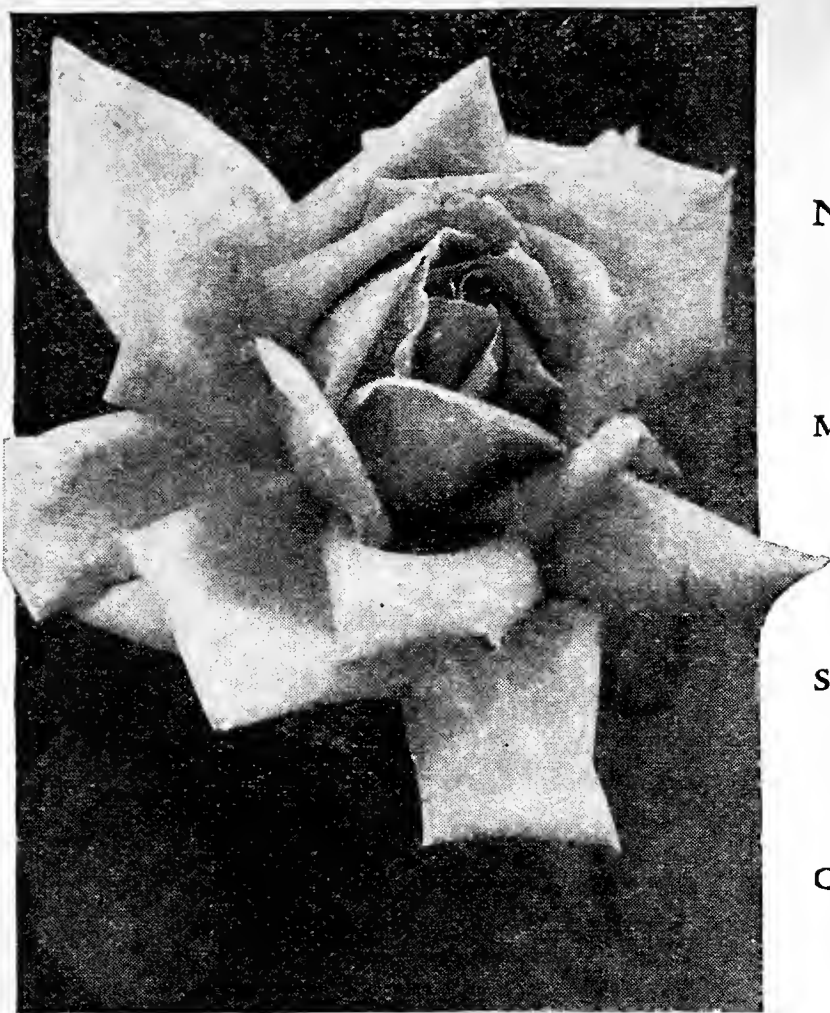
Souvenir de Georges Pernet. Beautiful brick red buds opening to gigantic pink blooms suffused with gold at base. Gorgeous.

Sunburst. Coppery yellow buds and flowers. Sure lasting bloomer. Ideal cut flower.

Templar. A deep red Rose of unusual merit. Flowers well formed and handsome. Different from all other red Roses.

PRICES

All Roses on this page, excepting Dr. Eckener Rugosa, 50c each; 3 for \$1.25; 10 for \$3.75 (customer's choice).



Countess Vandal.

Kellogg's Aristocrat Roses

All Two-Year, Hardy Everblooming

Here are Roses of the very finest varieties—new varieties that will make your garden superior to your neighbors'.

AUTUMN. Amazing new Rose of gorgeous shape and beauty. A brilliant and rare combination of burnt orange, coral and crimson shades. Very striking.

DUCHESS OF ATHOL. Exquisite new Rose of indescribable color. Long buds of clear copper, opening bronzy yellow. Long stems for cutting.

LUCIE MARIE. Distinctive Rose with long, pointed buds of deep yellow with splashes of red. The flowers open yellow with veins of deep copper. Unusual.

MAY WETTERN. Charming Rose of most unique form and color. Extra large blooms of deep rosy pink. Healthy foliage. Prolific bloomer.

NORMAN LAMBERT. Outstanding variety with extra large, copper-yellow buds opening rich golden yellow splashed with crimson. Very rich and effective.

OLYMPIAD. Magnificent new Rose. Color is a lustrous scarlet accentuated by base colors of rich yellow and copper. Very scarce and always in demand.

RENATE. Beautiful and well formed Rose of clear apricot-yellow. Bud well shaped and of saffron-yellow. New.

PRICES—ARISTOCRAT ROSES

**Each, 75c; 3 for \$2.00;
7 for \$4.25; 10 for \$5.85**

ARISTOCRAT Rose Collection

This gives you an opportunity to order 5 of the Roses above at an extra saving of half a dollar. Collection consists of 5 Roses, our choice from the above. Each will be a different variety and each will be labeled. Regular price would be \$3.34 if you made choice. By ordering this collection you get the

5 Roses, Only \$2.84

New Patented Roses

All 2-year, hardy—EVERBLOOMING

Nigrette (The Sensational Black Rose of Sangerhausen). It will be years before any Rose has a better right than Nigrette to be called black. Flowers are intense deep velvety maroon that appear almost black at distance. Blooms continuously. Deliciously fragrant. **\$2.00 each; 12 for \$20.00.**

MARY HART. A glorious red Talisman. Bud maroon-red, blossoms deep velvety blood-red with an overflow of amber. Does not wilt or dry out when cut, but opens perfectly. Heavy producer like Talisman. **\$1.00 each; 12 for \$10.00.**

SOUVENIR. A golden yellow Talisman! Outstanding gold medal winner in 1932 American shows. Rich, deep golden yellow. Prolific producer; fragrant. Fine for cutting. **\$1.00 each; 12 for \$10.00.**

COUNTESS VANDAL. Distinct shadings of coppery bronze suffused with soft gold. Vigorous, everblooming. **\$1.00 each; 12 for \$10.00.** Pictured at left.

BLAZE. Combines the vigor, beauty and hardiness of Paul's Scarlet Climber with everblooming qualities; brilliant scarlet climber. **\$1.50 each; 12 for \$15.00.**

GOLDEN CLIMBER. Large Hybrid Tea type bloom. Long, 12 to 18-inch stems. Beautiful golden yellow. **\$2.00 each; 12 for \$20.00.**

PRINCESS VAN ORANGE. Sensational! Literally covered with masses of blazing orange-scarlet flowers in polyantha-like trusses. Climber. **\$2.00 each; 12 for \$20.00.**

NEW DAWN. An everblooming Dr. W. Van Fleet with same beautiful shell-pink buds and flowers. Fragrant; long-stemmed. Climber. **\$1.50 each; 12 for \$15.00.**

Kellogg's Favorite Hybrid Tea Roses

Here are many of the world's finest varieties, most of them shown in color on opposite page.

Two-Year, Hardy, Everbloomers.

BETTY UPRICHARD. (See color picture at right). Charming Rose. Flowers salmon-pink, stained with coppery carmine. Energetic grower.

CALEDONIA. (See color picture at right). Long, perfectly formed buds of pure white. Flowers are exquisitely shaped and very fragrant.

DAINTY BESS. Extremely large flowers of flesh-pink with old rose color on reverse of petals. Decidedly different.

DAME EDITH HELEN. (See color picture at right). Highly fragrant Rose with flowers of vivid pink. Its unusual whorled petal arrangement makes it truly different. Very fragrant.

EDITH NELLIE PERKINS. Free flowering and highly fragrant. Petals of salmon-pink with deeper shades of red and gold. A gem among Roses.

ETOILE DE HOLLANDE. One of the finest dark red Roses ever introduced. Free flowering and ideal for cutting. Should be in every garden.

GOLDEN DAWN. (See color picture at right). Large, pointed buds of bright yellow opening a delightful lemon-yellow. Flowers well shaped. Extremely colorful.

MARGARET MCGREDY. Immense flowers of rich orange-red overlaying a petal base of old gold. Continuous bloomer. Robust grower.

MISS ROWENA THOM. (See color picture at right). Enormous blooms of rich old rose. Plant is sturdy and erect. Profuse, continuous bloomer.

MRS. E. P. THOM. (See color picture at right). Long, tapering buds opening into flowers of clear lemon-yellow. The queen of all yellow Roses. See prices at right.

PRES. HERBERT HOOVER. (See color picture at right). Alluring beauty with matchless color combinations. Contrasting shades of maroon, orange and gold. Vigorous grower and protracted bloomer.

REV. F. PAGE-ROBERTS. Flowers of golden yellow with petal markings of deep copper. Dainty and lasting.

SCHWABENLAND. (See color picture at right). Immense flowers of rosy pink with high spiral centers. Very unusual in form. A splendid addition to any Rose garden.

TALISMAN. (See color picture at right). A glorious novelty whose popularity will not wane. A perfect riot of color—golden yellow with shades of copper-red and orange-rose. The most sought for Rose in existence. No Rose is quite like it. Add its charm to your garden.

VATERLAND. (See color picture at right). Very deep, richly colored scarlet-maroon. Extra fine grower. Perpetual bloomer. Distinct from all other red Roses.

PRICES—FAVORITE H. TEAS:
**Each, 65c; 3 for \$1.75;
10 for \$5.50**



Free!

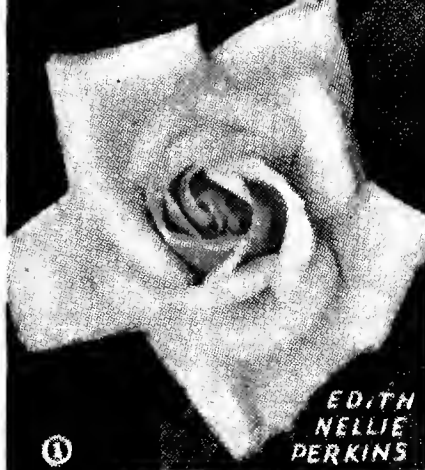
\$1.00 Value

See offer on page 58.

This Offer Expires April 15th



BLACK ROSE NIGRETTE



EDITH
NELLIE
PERKINS



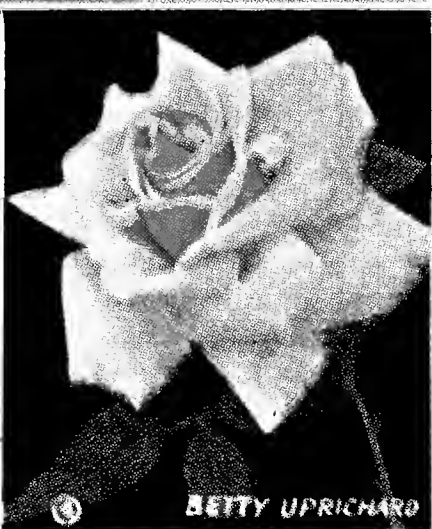
CALEDONIA



MRS. E. P. THOM



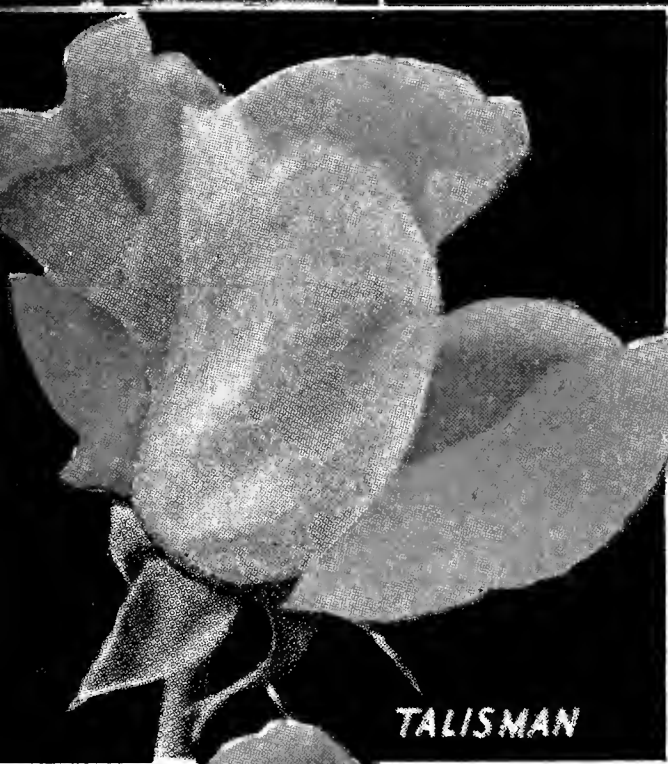
SCHWABENLAND



BETTY UPRICHARD



GOLDEN DAWN



TALISMAN



PRES. H. HOOVER



VATERLAND



MISS ROWENA THOM

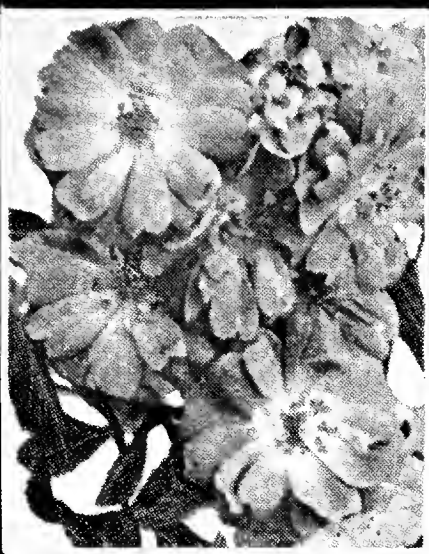
all **10** of these
Beautiful
Roses
shown here
(except Nigrette)
Only **\$4.50**

The pictures tell the whole story.
This is the finest Rose garden we ever
assembled for our customers. Every
variety outstanding, all labeled, all
two-year hardy budded plants—the
best you can grow.

You receive one each of the Roses
shown on this page, **except Nigrette**.
Here is the list:

- 1 Schwabenland.
- 1 Betty Uprichard.
- 1 Talisman.
- 1 President Herbert Hoover.
- 1 Dame Edith Helen.
- 1 Caledonia.
- 1 Golden Dawn.
- 1 Mrs. E. P. Thom.
- 1 Vaterland.
- 1 Miss Rowena Thom.

Total Value, \$6.50
Special Price, \$4.50



Miss Edith Cavell



Brilliant Echo



Sparkler



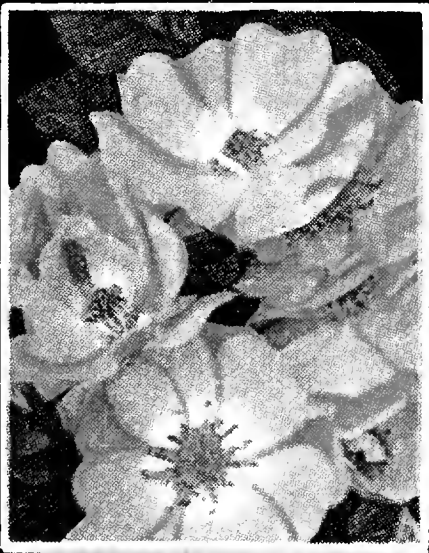
Yvonne Rabier



Gruss an Aachen



Lady Reading



Golden Salmon Superior



Gloria Mundi



Verdun

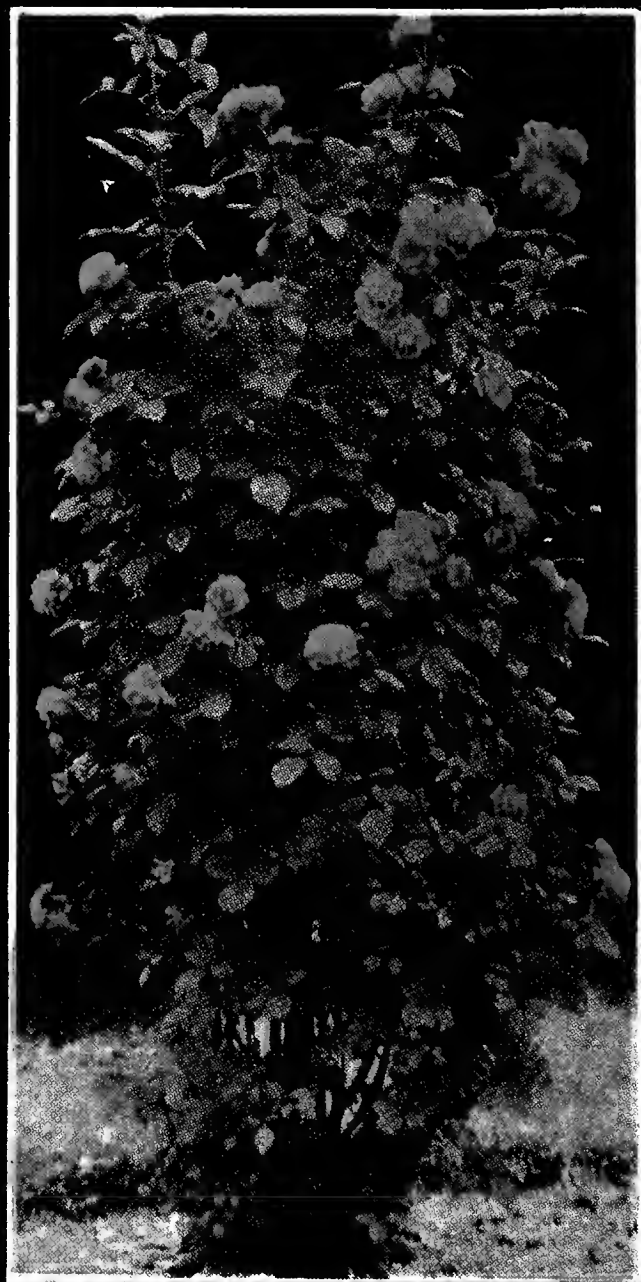


Ellen Poulsen

... THE BOOK OF



Alpine Midget Rose (*Rosa Rouletti*—Description at Right)



Climbing Gruss an Teplitz

Alpine Midget Rose

For many years this beautiful little Rose was lost to cultivation, but several years ago a plant was found growing in an Alpine window garden by a famous Swiss horticulturist and now at last, plants are ready for your garden.

The beautiful thing about this little Rose is the perfect form of the completely opened blossoms. They do not become mis-shapen like their larger relatives, but remain wonderfully symmetrical with double rows of pretty pink petals beautifully streaked with red—pretty golden yellow centers. Blooms about 1 inch across.

The buds are the most beautiful you ever saw on any Rose—shaped just like tiny Cupid's darts with the red petals staining the point, for all the world as if a heart had just been pierced. The Alpine Midget Rose gives you beautiful flowers all summer right through the entire blooming season until freezing weather.

Here is something entirely new for your garden. This little Rose grows only 8 to 10 inches high and 8 to 10 inches across. It is the Tiny Tim of Roses. Leaves are so tiny that a whole spear of them could be shown natural size on a postage stamp. Ideal for rock gardens, for low borders and even for potting. Can be used in large beds if placed out front.

Hardy! Alpine Midget Rose is, for all its small size, hardy as an oak and it stands the coldest freezing weather. Remember that it came from the rugged slopes of the Alps Mountains where it has learned to cheerfully endure the severest of winters. You can rely on Alpine Midget Rose in every way.

**50c each; 3 for \$1.15; 6 for \$2.00;
10 for \$3.15; 25 for \$7.50;
50 for \$12.50**

Hundreds of Roses!

Kellogg's Polyantha Roses

(See colored pictures, page 44).

Actually produce blooms by the hundreds. One plant often has 100 to 200 blossoms open **AT ONE TIME**, and they keep it up **ALL SUMMER**. Hardy 2-yr. plants.

MISS EDITH CAVELL. Extraordinary Rose. Flowers scarlet-red with maroon shadings. One of the finest.

SPARKLER. Clusters of sparkling red flowers. Plant is shapely and fine grower. A pompon type which should be in every garden.

GRUSS AN AACHEN. Extra large blooms of flesh-pink and salmon-yellow. Buds orange-red and yellow. Perfectly gorgeous.

GOLDEN SALMON SUPERIOR. An improved form of Golden Salmon. Bright salmon-scarlet flowers which will not fade. A real improvement.

VERDUN. Small, vivid carmine-red flowers in huge clusters. Blooms continuously.

BRILLIANT ECHO. Large flowers of uniform deep pink. Really a much improved "Echo" which will not vary in color.

YVONNE RABIER. Small, double blooms of purest white with rich creamy base. Very unique and pretty.

LADY READING. Pleasing sort with flowers of brilliant red. Good grower and profuse bloomer.

GLORIA MUNDI. A new variety with large double flowers of lasting orange-scarlet in clusters. Unfading.

ELLEN POULSEN. Bright single pink flowers borne on erect stems. Extra fine shapely grower.

PRICES OF POLYANTHA ROSES

55c each; 3 for \$1.45; 10 for \$4.00 (customer's choice).

Special Ten Polyantha Roses, our choice, labeled, 5 or more varieties. **\$3.50**

THE BOOK OF

PROGRESS...

Climbing Gruss an Teplitz

(Picture at left).

Here's a beautiful red Tea Rose that has taken a new role.

Just imagine the famous Gruss an Teplitz with its beautiful masses of double crimson blooms now

a climber! And what a beautiful climber it is! Does not run wild but grows strong and upright with beautiful shape as shown in the picture at left. If you want something very unusual, plant this new beauty. **Prices: 60c each; 2 for \$1.00; 5 for \$2.00.**

Scorcher

SCORCHER. A superb new climber with most unusual characteristics. Large, semi-double blooms of scorching red. In addition to the unusually heavy bloom in June, you can expect occasional blooms throughout the summer. Very hardy and fast growing.

Prices: 50c each; 3 for \$1.35; 10 for \$3.75.

Climbing Roses

All Climbing Roses except Climbing Gruss an Teplitz and Scorcher are 45c each; 3 for \$1.20; 10 for \$3.50.

Dr. W. Van Fleet. Beautiful shell-pink buds and flowers. Fragrant and long stemmed for cutting. Its rare form and color equals that of the finest hybrid Tea Rose.

Chaplin's Pink Climber. Mammoth trusses of brilliant pink

flowers. Strong, vigorous grower.

GLENN DALE. A glorified Silver Moon. Long pointed buds of lemon-yellow opening into large semi-double flowers which quickly change to pure white. Strong grower.

MME. GREGOIRE STAECHELIN (Spanish Beauty). Captivating new Rose. Buds flashing carmine opening into flowers of delicate pink. Long stems for cutting.

PAUL'S SCARLET CLIMBER. Intensely scarlet, well-shaped flowers; rigid, upright stems.

CLIMBING AMERICAN BEAUTY. Delightful well-formed blooms of rosy carmine. Splendid foliage. Very fragrant.

PRIMROSE. A true yellow climbing Rose. Flowers large and unfading primrose yellow. Luxuriantly healthy foliage.

PATENTED CLIMBERS on page 42.



Dr. W. Van Fleet.



Cl. American Beauty.



Scorcher.

New Anoka Apple

Set in 1935 ¶ The year of planting is the only year that the Anoka does not bear fruit.

July 1936 ¶ You receive some apples one year after planting—enough for ordinary table use and eating off the tree.

July 1937 ¶ And now—only two years after planting—you receive a big, full sized crop.

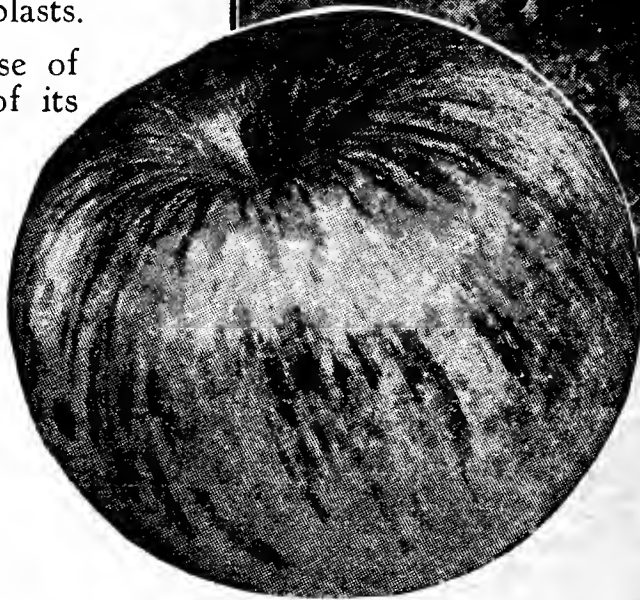
The earliest and heaviest bearing Apple in the world. Eight crops of Apples at only 10 years old—2 bushels on a 7-foot tree—hardy in all climates—high quality, delicious fruit. Anoka bears fruit in July and August. Now you can have delicious apple pie, apple dumplings and cool, sweet eating apples right in mid-summer.

Anoka is perfectly hardy and will survive the winter in all climates. It was originated in the Dakotas where winter winds are icy cold and where the thermometer's mercury shivers close into the bulb as if trying to escape the frigid blasts.

Anoka is attracting world-wide attention because of its heavy, early, and quick fruiting and because of its high quality fruit which is similar to Duchess, but better. The Apples are of good size, well formed and beautifully colored. Every home owner and orchardist should have Anoka. Order now for supply is decidedly limited.

ANOKA PRICES: All trees 7/16 in. caliper, 4 to 5 ft. high and up. Well branched, heavily rooted, healthy.

**Each, 85c; 3 for \$2.25;
10 for \$6.50**



ANOKA APPLE

Note the fine, beautiful shape, the glossy, beautiful skin. Doesn't this Apple simply invite you to eat it? Anoka is one of the finest treats that Nature ever produced. Originated by Prof. N. E. Hansen, who originated Hansen's Bush Cherry.



Yellow Transparent.

BALDWIN. Large, bright red with faint specks. Juicy and acid. Fine for desserts. December.

DELICIOUS. Fruit large, brilliant red. Flesh fine and crisp. Beautiful shape and fine aromatic flavor. Keeps and ships well. Very aptly named Delicious. November.

Kellogg's Northern Grown Apples

JONATHAN. Large, red fruit, prolific early bearer. November.

McINTOSH, RED. Large, crimson fruit, slightly acid. Extra good keeper and shipper. October.

NORTHERN SPY. Large, red striped, slightly acid fruit. In great demand. December.

RHODE ISLAND GREENING. Large, greenish yellow fruit. Easily the best Greening. November.

SWEET BOUGH. Large, pale yellow, summer Apple. Flesh white, juicy and honey-sweet. The best summer sweet. August.

WINESAP. Fruit large, crisp and pleasantly aromatic. A good yielder, ready seller. November-December.

YELLOW TRANSPARENT. Earliest standard eating Apple. Fruit large, yellow. Flesh white and tender. Makes fine sauce or pies. July.

WAGENER. Good sized Apple of excellent quality. Fruit is red and slightly acid.

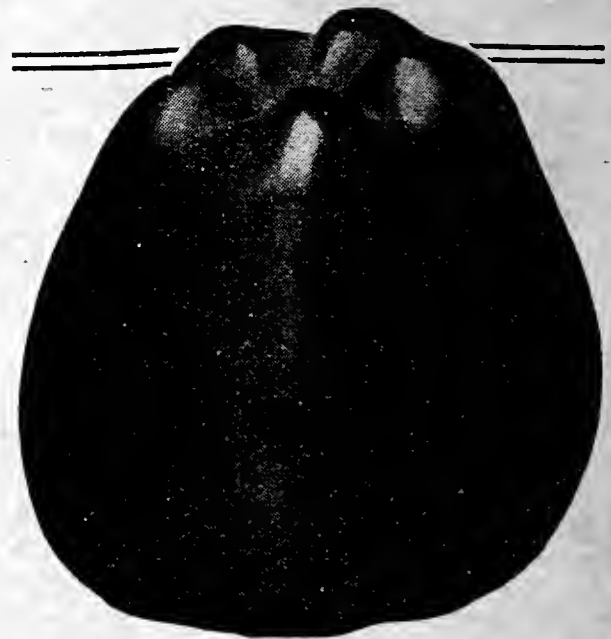
GRIMES GOLDEN. High quality yellow Apple, known for its unusual goodness. Fruit is fair sized. Productive.

WHITNEY CRAB. A good general-purpose Crab Apple. Large fruit. Yellow striped carmine-red. August.

PRICES: All Apples except Anoka, Dark Red Delicious, and Red Northern Spy—Each, 60c; 3 for \$1.55; 10 for \$4.25; 25 for \$9.00; 100 for \$32.00.

All 7/16 in. caliper, 4 to 5 ft. and up.

RED NORTHERN SPY. A genuine Northern Spy of most vivid red. Brings top price, all markets. Extra good keeper and shipper. Each, 65c; 3 for \$1.75; 10 for \$4.85.



DARK RED DELICIOUS. Best for market—ideal for home orchards. Deep, deep, rich red with all the juicy goodness of its parent. The buyer will always pay a premium for color. Plant Dark Red Delicious and reap the extra profit. Sturdy. Each, 65c; 3 for \$1.75; 10 for \$4.85.



Kellogg's

PEACHES

Champion. The very best early, white-fleshed freestone. Rich and juicy. Highly colored cheek. A favorite eating Peach. August.

Elberta. Large, oval-shaped, yellow freestone. Red cheek. Prolific and hardy. The leading market variety. Middle September.

Early Elberta. Ripens a week before Elberta, which has won it much favor. Otherwise much the same as Elberta. Freestone.

Early Crawford. Magnificent, large, yellow freestone Peach. Fine for eating or table use. A fair canner. Early September.

J. H. Hale. Very popular variety. Flesh yellow and sweet. A good canner and shipper. Without doubt the largest commercial freestone Peach. Early September.

Late Crawford. Large, handsome Peach, similar to Early Crawford except that it bears later and is more prolific. Freestone. September.

SHIPPERS' LATE RED. A new Peach, round in shape and beautifully colored red. Flesh yellow and sweet. Tree hardy and annual bearer. Fruit clings to tree tenaciously, which eliminates droppage. You will not be disappointed with this marvelous new freestone Peach. September-October.

SOUTH HAVEN. A newer sort with exceptionally fine flavor.

Flesh yellow and sweet. Its showy exterior combined with its earliness make it a real money-maker. Freestone. September 1st.

ROCHESTER. Large, yellow fruit. Sweet and juicy. Skin is beautifully blushed red. An excellent fruit for market or home use. Freestone. Bears mid-August.

Peach Prices

7/16 in. caliper;
3-4 ft. and up.

1 tree	\$ 0.50
3 trees ...	1.40
10 trees ...	3.95
25 trees ...	7.75
100 trees ...	27.50

Superior Plum

Minnesota Breeding Farm's newest and greatest Plum. Rapid growing, spreading tree, starts bearing very young, soon attains maximum bearing—mammoth crops, mammoth plums. Long fruiting period. Bright red, meaty clingstone, fine flavor. Mate with Hanska or Kaga. Prices, 1 tree, 85c; 2 for \$2.25; 10 for \$5.85. All 7/16 in. caliper and 4 to 5 ft. and up.

Plums

ABUNDANCE. Sturdy, upright tree. Fruit large, pinkish red. Bears young. Ripens August.

BURBANK. Tree grows rather flat, making picking easy. Very hardy! Bears young. Fruit large, red. Late August.

GERMAN PRUNE PLUM. Extra large, dark purple canner, sweet and delicious. September.

FELLENBERG (Italian). Good sized, purple canner. Ideal for drying. September.

GREEN GAGE (Reine Claude de Bavay). Fine canner. Fine table Plum. September.

LOMBARD. Medium sized. Red. Very productive. Leading market variety. Late August.

MONARCH. Extra heavy bearer; large, dark purple; oval form. Freestone. October.

GRAND DUKE. Extremely large, deep purple. Highest quality. Flesh, golden yellow. Rich and juicy. August-September.

KAHINTA. Large, red freestone. Flesh yellow and sweet.

UNDERWOOD. Large, juicy red fruit. Small pit. Early bearer. Prolific.

WANETA. Tree rugged grower. Fruit large, dark purple.

HANSKA. Fruit large size, bright red. Fine flavor. Erect grower.

KAGA. New Plum of high quality. Fruit rich red. Bears heavily while still very young.



Plum Prices

(Except Superior)
All 7/16 in. caliper and 3 to 4 ft. high and up.

1 tree	\$0.75
3 trees ...	1.95
10 trees ...	5.85
25 or more at	55c each.

Sweet Cherries

BLACK TARTARIAN. Large, rich black fruit. Very popular and a quick money-maker. June.

ROYAL ANN. Pale yellow fruit with red cheek. Flesh firm. Tree productive. July.

GOVERNOR WOOD. Rugged growing tree, bearing large, nearly round fruit of rich yellow, suffused with red. June.

SCHMIDT. Immense, deep black fruit with dark flesh. Extra fine flavor. Tree stocky grower. July.

WINDSOR. A valuable late variety, bearing large, dark red fruit. Tree prolific grower. An extra remunerative market variety. Late July.

BING. Very large black fruit. Flesh firm and richly flavored. One of the most profitable. July.

Prices, Sweet Cherries

7/16 in. to 9/16 in.; 3-4 ft.

1 tree	\$0.75	10 trees	\$ 5.35
3 trees	1.95	25 trees	12.50

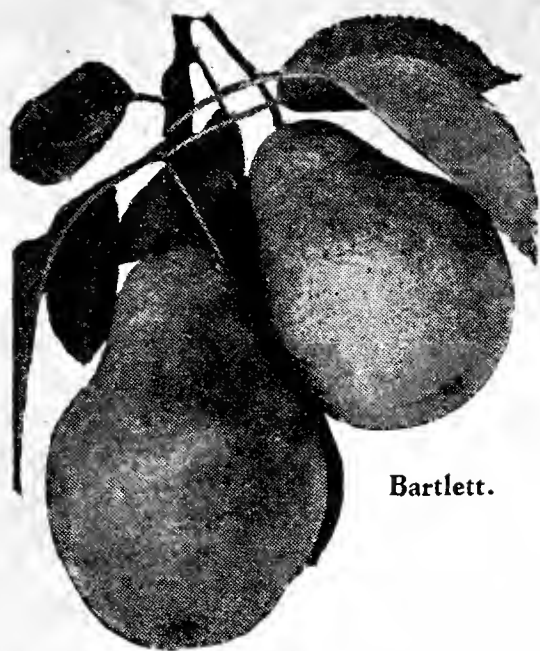
Sour Cherries

EARLY RICHMOND. The "English Pie Cherry." Fruit medium sized, red, juicy. Tree a strong grower and bears young. June.

LARGE MONTMORENCY. The greatest Cherry ever introduced. Planted exclusively by large orchardists. The large red fruit is in great demand for canning and table use in preference to all others. A sure bearer under any ordinary conditions. Late June.

ENGLISH MORELLO. Dark red, firm fruit. Bears after other sour cherries are gone. Should be in every orchard. August.

Prices: (All 7/16 in. caliper and 3 to 4 ft. and up.) 1 tree, 60c; 3 trees, \$1.65; 10 trees, \$4.25; 25 trees, \$10.00; 100 trees, \$37.50.



Bartlett.

Pears

Bartlett. Large, juicy, rich flavored. Fine eating variety and best canning Pear. Strong grower, prolific bearer. September.

Clapp's Favorite. Very large, handsome Pear. Yellow with red cheek. The best of the large early Pears. Fair canner if picked before too ripe. August.

Duchess (Duchess d'Angouleme). Enormous, large yellow; flesh rich. Good canner. October, November.

Kieffer. Large yellow, noted for keeping qualities. Very fast grower; bears young. October.

Lincoln. Succeeds where others fail. You will at once recognize Lincoln superiority. Has all the fine qualities of a good Pear. Fruit large, clear yellow, blushed red. Good canner, fine keeper. Tree fast growing, extremely hardy. Bears October. Do not fail to include Lincoln when ordering Kellogg Pears.

Seckel. Small fruit, light russet with red cheek. Very sweet and fine grained. Fine for pickling. October.

BEURRE BOSCH. Finest quality late fall and winter Pear. Russet color. Elongated in form. Bears November-December. An excellent shipper.

PEAR PRICES:

Any of varieties above, all 7/16 in. caliper and up, all 4 to 5 ft. tall and up.

1 tree	\$0.65
3 trees	1.70
10 trees	4.75
25 trees	10.25
100 trees	37.00



Orange Quince

Large and bright yellow. Can't be beaten for jellies, preserves, and quince honey. You can always find room for a few of these little trees. You will be more than repaid.

QUINCE PRICES:

7/16 in. caliper, 4 to 5 ft. high.	
1 tree ..	\$0.85
3 trees ..	2.25
10 trees ..	5.85



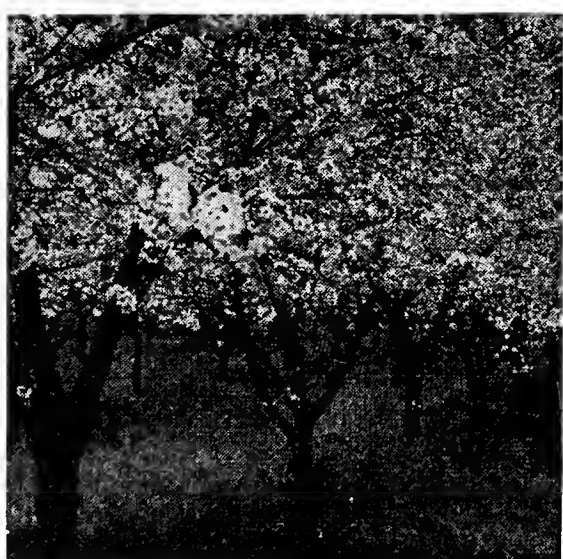
Moorpark Apricot

A remarkable fruit, intermediate between the peach and the plum. Fruit is delicious and easy to grow. To prevent buds from freezing, give the Apricot a northern exposure. Otherwise give the same attention as the plum. Kellogg's Apricot trees are budded on plum, insuring strong growth and longevity.

APRICOT PRICES:

7/16 in. caliper. Height 4 to 5 ft. and up.

1 tree	\$0.85
3 trees	2.25
10 trees	5.85



Kellogg's Home Orchard 10 Trees Only \$4.65

YOU GET THE FOLLOWING BIG VALUE — SAVE \$1.70:

2 Apples, 2 Cherries (sweet and sour), 2 Peaches, 2 Pears, 2 Plums—total, 10 trees—regular price \$6.35. Special Orchard price, \$4.65.

FREE!

1 Dark Red Delicious or 1 Red Northern Spy Apple (your choice), if you order the above before April 15th.

Kellogg's 2-Year Grapes

All Hardy, 2-Year Plants.

Caco. (Red). Extra early, sweet, large. Long, compact bunches. 45c each; 3 for \$1.15; 10 for \$3.25.

Lucille. (Red). Lots of large, compact bunches. Hardy, dependable. 35c each; 3 for 95c; 10 for \$2.40.

Delaware. (Red). Delicious little spicy red gems. 40c each; 3 for \$1.05; 10 for \$3.00.

Brighton. (Red). Large, early, delicious. 35c each; 3 for 95c; 10 for \$2.40.

Concord. (Black). Large bunches of juicy, sweet, tender fruit. 20c each; 3 for 50c; 10 for \$1.25.

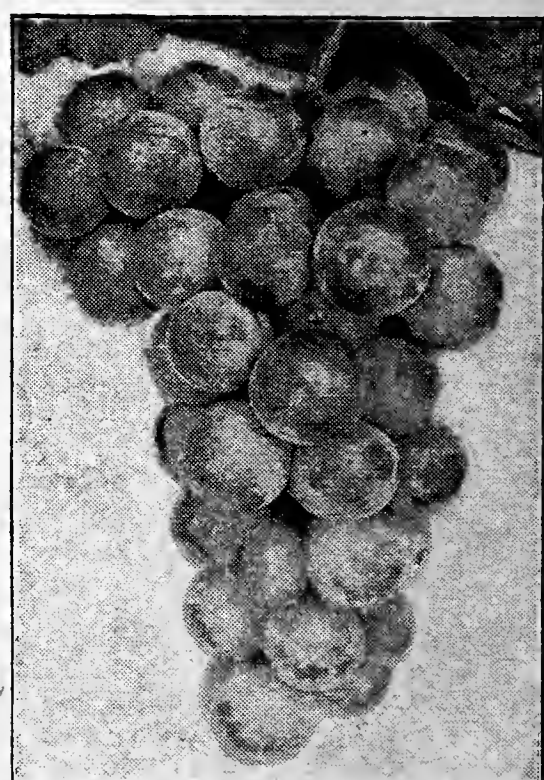
Moore's Early. (Black). Very early, sweet, plump. 25c each; 3 for 65c; 10 for \$1.80.

WORDEN. (Black). Early, hardy, healthy, productive. 25c each; 3 for 60c; 10 for \$1.50.

FREDONIA. (Black). Buy this for Grape satisfaction! Two weeks earlier than Worden! Fine, large, plump, juicy! This new variety threatens to displace all others. Supply limited. Order now! 65c each; 3 for \$1.65; 10 for \$4.95.

NIAGARA. (White). Large, compact bunches, sweet and delicious. 25c each; 3 for 60c; 10 for \$1.50.

DIAMOND. (White). Many large, fine quality beauties. 25c each; 3 for 65c; 10 for \$1.80.



BIG TEN Grape Arbor

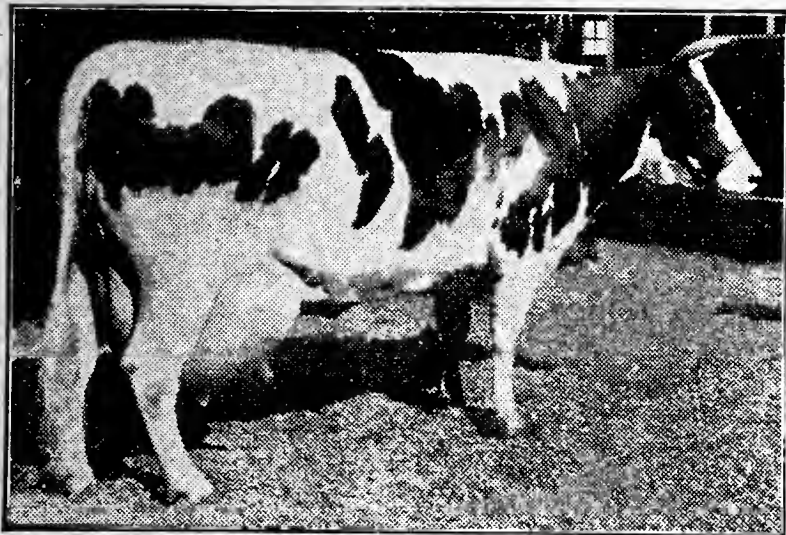
One plant of each variety listed here, 10 plants in all, each a different variety, all colors, all flavors. Includes Fredonia, Brand New!

\$3.40 Value, Only \$2.65

The Grapes in this collection total \$3.40 value. Send us only \$2.65 and they are yours!

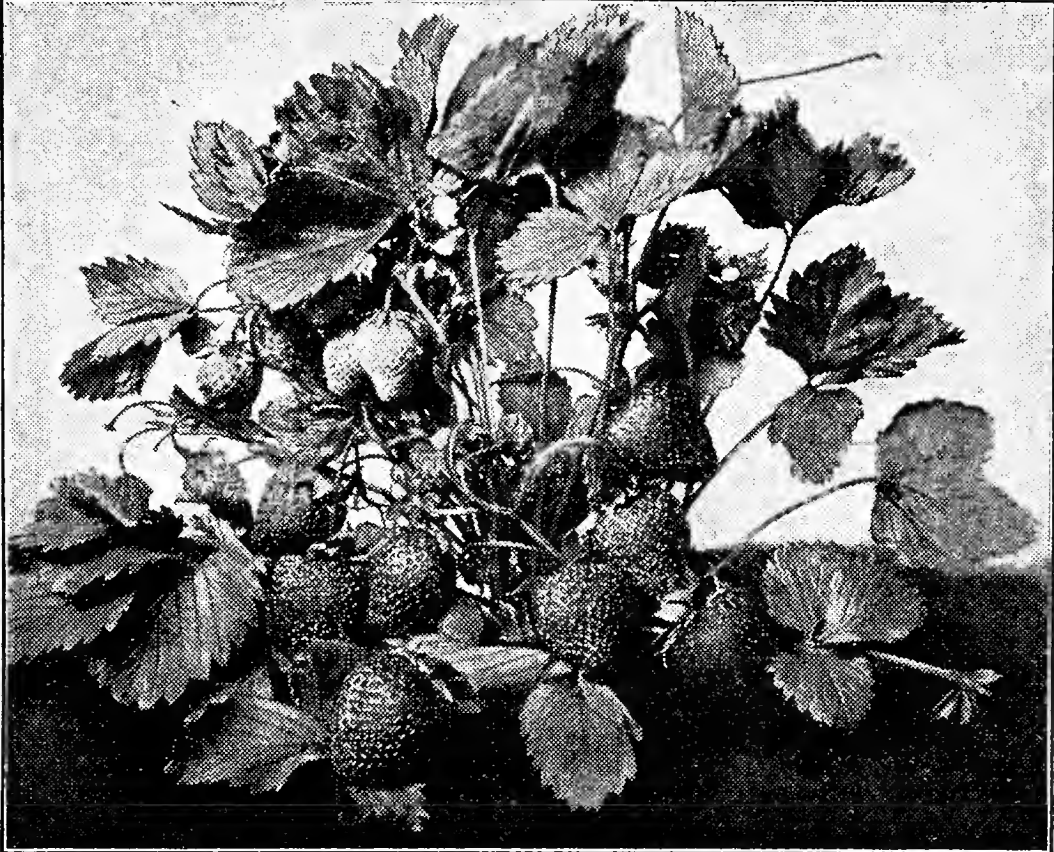
2 ARBORS, \$5.00.

Kellogg's Thorobred Strawberry Plants



Segis Pietertje Prospect—World's Champion Milk Cow

Twice during her life she registered production records that set her fame above all dairy cattle of any age. In each of two years she exceeded 16,500 quarts of milk and 1,400 pounds of butter, yielding for the two years a total of 33,922 quarts of milk and 2,865.18 pounds of butter. She was owned by Carnation Milk Farms near Seattle, Washington, where these great records were made.



A Kellogg Plant Bears Fruit and This Picture Shows How.

Kellogg's Thorobred Pedigree Strawberry Plants

For Big Crops and Big Profits.

Thorobred, heavy-fruited Strawberry plants are just as important to the berry grower as thoroughbred, heavy-producing milk cows are to the dairyman. In either case the profits are determined by the quantity and quality of the berries and milk.

You cannot possibly get a well bred cow with a big milk and butterfat record at the same price you would pay for a common, ordinary cow. Neither can you get well bred strawberry plants with a big fruiting and big profit record at the same price of common, ordinary plants.

The prices we are quoting this year on Kellogg's genuine Thorobred Pedigree plants give you the big difference in the heavy fruiting quality at only a very small difference in the price. Plant the best and grow the biggest possible crop.

SENATOR DUNLAP. (Male). Strong, hardy; heavy yielder. Berries big, solid, dark red. Has yielded better than 13,000 quarts per acre. Excellent canner. Delicious. Fruits midseason.

DR. BURRILL. (Male). Wonderful midseason Strawberry. Hardy. Extra heavy yielder. Berries big, dark red, solid. Wonderful for gardens or market; best canner.

GIBSON. (Male). Midseason. Very hardy and productive. Beautiful, large foliage. Loads of big, bright, cherry-red berries. Easily grown. Splendid for home gardens or market.

BLAKEMORE. (Male). Early. Big, hardy, strong grower; big crops of large, round, solid, sparkling berries. Red clear to center. One of the most beautiful Strawberries ever grown.

PRICES OF VARIETIES DESCRIBED ABOVE

25 plants	\$0.50	300 plants	\$2.25
50 plants75	400 plants	2.75
100 plants	1.10	500 plants	3.15
200 plants	1.65	1000 plants	5.50
		2000 plants	10.00

STANDARD VARIETIES

Dorsett and Fairfax are new varieties with a great future. They promise to displace many of the older sorts. Every commercial grower or home gardener should try them.

DORSETT. (Male). Early. Huge, brilliant red berries; tremendous yielder; wonderful flavor, fruit very firm. Brings good prices on any market, or fine for home use. Good all around berries.

FAIRFAX. (Male). Early. Very large, exceptionally firm, deep red berries with rich, sweet flavor. Fine eating quality, fine shipping quality.

EMPIRE STATE. (Male). Real fancy, late. Big, sturdy, heavy rooted plants. Big crops of fancy attractive berries, rich dark red color. Bright snappy cheeks; most magnificent, should be in every garden. Fine for market.

KELLOGG'S BIG LATE. (Female—should be mated for best results). The greatest and best extra late Strawberry in all the world. Strong, hardy grower, extra heavy fruiter. Berries big, glossy, sparkling, solid, dark red, delicious. Fruits after other Strawberries are gone—brings high prices. More than \$1,200 realized from one-half acre.

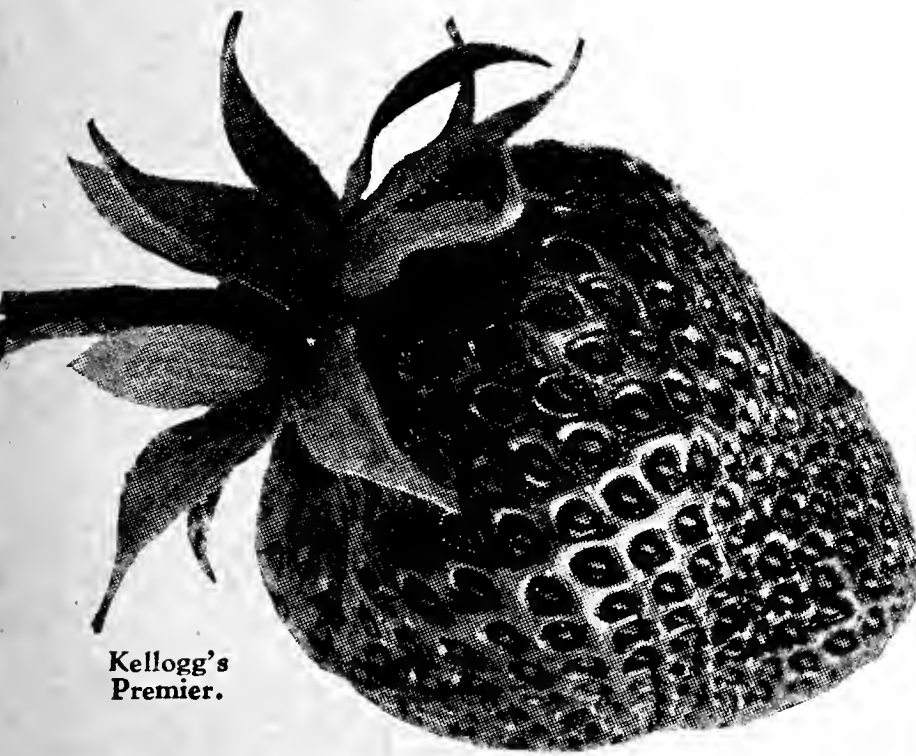
KELLOGG'S EARLY BIRD. (Male). Splendid grower; fine foliage, good yielder. Berries extra large, beautifully shaped, bright snappy red. A real prize for your garden; very profitable market berry.

Kellogg's Premier (Male)

Absolutely the best and heaviest fruiting extra early Strawberry on record. Has yielded an average of 12,000 quarts per acre for three consecutive years. Best frost resister known—practically frost proof. Hardy, easily grown. Berries large, bright red; extra fancy quality. Has a longer fruiting season than any other Strawberry; splendid shipper. The Premier of the market and a real wonder for the home garden.

PRICES OF ALL SIX VARIETIES DESCRIBED ABOVE

25 plants	\$0.65	400 plants	\$ 3.75
50 plants90	500 plants	4.35
100 plants	1.45	1000 plants	7.50
200 plants	2.25	2000 plants	14.00
300 plants	3.00		



Kellogg's Premier.

FREE!

\$1.00 value

See page 58.

Kellogg's

**Beauty
Makes
Money!**

**Best Medium Late
Strawberry Ever
Grown**

**Tall, Upright, Hardy
Grower**

Heavy yielder of extra large, round, glossy berries. Unusually solid—extra fine shipper. Tops the market wherever the berries are offered for sale.

The most delicious Strawberry you ever tasted. Extra sweet with remarkable flavor. The Strawberry that satisfies.

Berries often measure 6 inches in circumference.



Kellogg's Beauty was named and introduced by Kellogg only a few years ago and since then has proven to be one of the most popular berries ever grown, both for home use and market. Every grower should try Kellogg's Beauty. Bears fruit without mating.

25 plants	\$0.65
50 plants90
100 plants	1.45
200 plants	2.25
300 plants	3.00
500 plants	4.35
1000 plants	7.50
2000 Plants	14.00

Save Money WITH *Kellogg's* Strawberry Gardens

Big Variety Garden

\$9.05 Value for **\$6.45**
Only

14 Varieties, 350 Plants

This garden includes 25 plants each of Dorsett, Fairfax, Premier, Beauty, Empire State, Big Late, Early Bird, Dunlap, Dr. Burrill, Gibson, Blakemore, Mastodon, Progressive and New Gem. Fourteen varieties, 350 plants, correctly labeled, with complete planting instructions. Catalog price, \$9.05. Special Garden price, only \$6.45.

Kellogg's Strawberry Gardens are fine for family use. They are the result of years of experience—will just suit you.

Big 4 Garden

\$3.60 Value for **\$2.45**

4 Varieties, 200 Plants

This garden includes 50 plants each of Premier, Beauty, Big Late, and Empire State. Catalog price, \$3.60. Special garden price, only \$2.45. Two gardens, 400 plants, for only \$4.00.

Kellogg's

Everbearing Garden

\$4.25 Value for **\$3.00**
Only

4 Varieties, 100 Plants

This garden includes 25 Jumbo Mastodon, 25 rich Progressive, 25 big red Gem, and 25 big sweet Wayzata, all everbearers. Each variety labeled and complete planting instructions. Catalog price, \$4.25. Special garden price, only \$3.00.

Two gardens, 50 plants each, a total of 200 plants, for only \$5.00.



Kellogg's Family Garden

\$3.15 Value for **\$2.25**
Only

Kellogg's Family Garden includes 50 plants each of Dunlap, Early Bird, Dr. Burrill and Blakemore. Regular catalog price, \$3.15. Special garden price, only \$2.25.

Two gardens, 400 plants, for only \$3.85.

Progressive Everbearer

Does Not
Need Mating

PROGRESSIVE (Male): KELLOGG'S READY-TO-BEAR PROGRESSIVE PLANTS set this spring will start fruiting in early August and will continue to fruit heavily until about November.

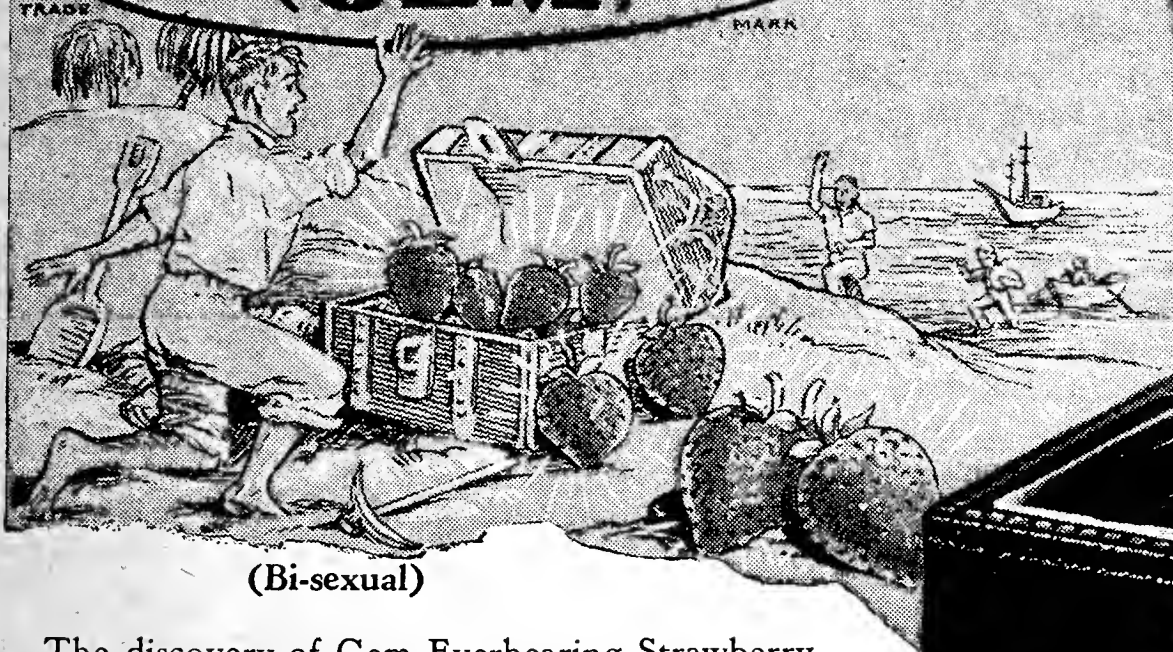
Kellogg's Progressive is a tall, bushy grower and a very heavy fruiter of medium size, bright red, sweet berries. Many of these plants have produced a full quart of berries each, same year plants were set. Fruits three good crops in 18 months.

25 plants..\$0.75	200 plants..\$3.50	500 plants ..\$ 7.00
50 plants.. 1.25	300 plants.. 4.75	1000 plants .. 12.00
100 plants.. 2.00	400 plants.. 5.75	2000 plants .. 20.00



New Discovery!

Kellogg's **BIG RED** (GEM) *Everbearing* **STRAWBERRY**



(Bi-sexual)

The discovery of Gem Everbearing Strawberry was just as romantic as any discovery of buried treasure—and just as valuable! Millions of dollars will be made from this wonderful fall-bearer by growers within the next few years. Millions delight in it!

A grower in Northern Michigan discovered this amazing variety growing among a patch of Everbearers and it was so outstandingly different—so outstandingly better than any other variety he had seen—that he noticed it immediately and began propagating plants from this chance seedling.

Other everbearing strawberries have been produced that had wonderful eating qualities, wonderful producing qualities, wonderful market qualities—but they could not be propagated; they died in the hands of the originators and so never became available for use. Now comes Gem with all the good qualities of any standard or June bearing variety as well as its fall fruiting habit—and Gem can be propagated. Plants can be produced at a price you can pay.

A Hat Full of
"BIG RED"
Gem.



Here are the things you will like about Gem Everbearing Strawberry:

(1) **FALL BEARING.** Bears a heavy crop of berries in the fall as well as in the spring. Starts first year. Fruits alone.

(2) **DELICIOUS FLAVOR.** Just as good as your favorite standard variety. Sweet, luscious, delectable!

(3) **BEAUTIFUL COLOR AND SHAPE.** Gem berries are beautiful, bright red. Beautiful berries always taste better. They sell better, too. Gem

**Fruit
This Year
- 1935 -
All Select
Plants - Ready to
Bear This
Year**

is a money maker for commercial growers.

(4) **FIRM AND SOLID.** Gem stands shipping and marketing. Berries retain their bright sparkling color long after picking. Do not bruise easily. Growers are going to cheer this quality.

(5) **HEALTHY!** Hardy. Resists drouth. Easily grown. Productive.

Plant Kellogg's Gem this spring and enjoy these wonderful tasting strawberries this year—next year berries from June till early winter. A few Kellogg's Gem plants will give you large quantities of choice berries this summer and fall and a lot of strong, healthy plants for your future planting. Fruits alone.

Gem Everbearing Prices

25 plants\$ 1.00
50 plants 1.75
100 plants 3.00
200 plants 5.25
300 plants 7.00
400 plants 8.50
500 plants 9.75
1000 plants 18.00
2000 plants 35.00

Halehaven Peach

(Picture in colors at right).

This new Peach has two of the greatest Peaches of all time for parents—the famous J. H. Hale and South Haven varieties. It is the grand champion from 2 great champions.

Two Weeks Earlier Than Elberta

HARDY! In 1933 freezing killed nearly all of the peaches in Michigan. Halehaven produced a full crop! Halehaven now takes the same important place among peaches that Kellogg's Premier occupies among strawberries—an early, heavy-yielding, frost-resistant variety.

MONEY MAKER! Heavy producer of big beautifully colored peaches that people cannot resist—thick, wholesome flesh of delicious flavor that make them come back for more . . . perfect freestone. These peaches sell at high prices.

Often Bears Second Year After Planting

Originated at Michigan State Experiment Station, South Haven. Fully deserves its place in the "Book of Progress."

• 1 tree, 65c; 3 trees, \$1.75; 10 trees, \$5.50; 100 trees, \$48.00; 3-4 ft.; 7-16 in. and up.

Kellogg's Premier

To compare any variety of fruit with Kellogg's Premier Strawberry is to say that it is the best variety grown—early, frost-resistant, healthy, hardy, beautiful, delicious, easily grown, exceedingly fruitful, sure, dependable, surpassing all others. **MONEY MAKER!** Ask any strawberry grower—he knows!

Richmorency Cherry

(Picture in colors at right).

NEW! Combines all the best qualities of two famous Cherries—Early Richmond and Montmorency. Practically Early Richmond and Montmorency combined!

EARLY! Richmorency fruits as early as Early Richmond—taps the golden flow of profits from early markets—fresh cherry pies and sauce for you while others wait.

LARGE—BEAUTIFUL. Color picture at right shows fine large size and rich dark red color.

DELICIOUS. Richmorency cherries are plump, juicy, meaty, and full of satisfying flavor. Better yet than the famous Montmorency.

MONEY MAKER! Combined earliness, beauty, and flavor make Richmorency a gold mine. It first attracts the eye—then people buy! Next they taste, then buy more.

THE PREMIER OF CHERRIES!

Hardy as an oak. Adapts itself to all soils and climates. Early, heavy bearer, "satisfier." 2½-3 ft.; 7-16 in. and up.

1 tree, \$1.00; 3 trees, \$2.50; 10 trees, \$7.50.



Kellogg's
TRADE-MARK

Big Sweet

(Wayzata) Bi-Sexual.
Fruits Alone.

Everbearing Strawberry

New records for sweetness . . . new beauty of color and shape . . . new large size . . . new records for heavy bearing and profits . . . new value for market. This is the amazing new Strawberry that has come from Minnesota, the land of hardy, dependable Strawberries.

DELICIOUSLY SWEET. Here is the sweetest and most delicious of all everbearing strawberries. Flavor is sugary. Berries fairly melt in your mouth. Delicious for fresh-from-the-vine eating.

BEARS HEAVILY. Makes a continuous red display of berries the first year from about August first to nearly November first, two more extra large crops second year.

BEAUTIFUL SHAPE, BEAUTIFUL COLOR. Berries extra large, very dark red, true top shape. Delight the eye and attract buyers at good prices.

HEALTHY VIGOROUS GROWER. Plants tall and bushy, large healthy leaves; makes just enough runners for a good fruiting row. This saves labor, with bigger crops of better berries.

BERRIES FIRM AND SOLID. Now market growers can improve their profits with "Big Sweet." The berries stand marketing just like standard varieties. Another step forward in the field of everbearers.

Rush your order for Kellogg's Big Sweet. We have less than 25,000 of these plants. This means you must hurry.

Prices: 12 plants, \$1.00; 25 for \$1.75; 50 for \$3.25; 100 for \$6.00; 200 for \$11.00; 300 for \$15.00; 400 for \$18.00; 500 for \$20.00; 1000 for \$38.00.

HALEHAVEN
*The Kellogg's Premier
 of Peaches*

RICHMORENCY
*The Kellogg's Premier
 of Cherries*

MASTODON FRUITS IN AUTUMN

Mastodon, the Jumbo Everbearer

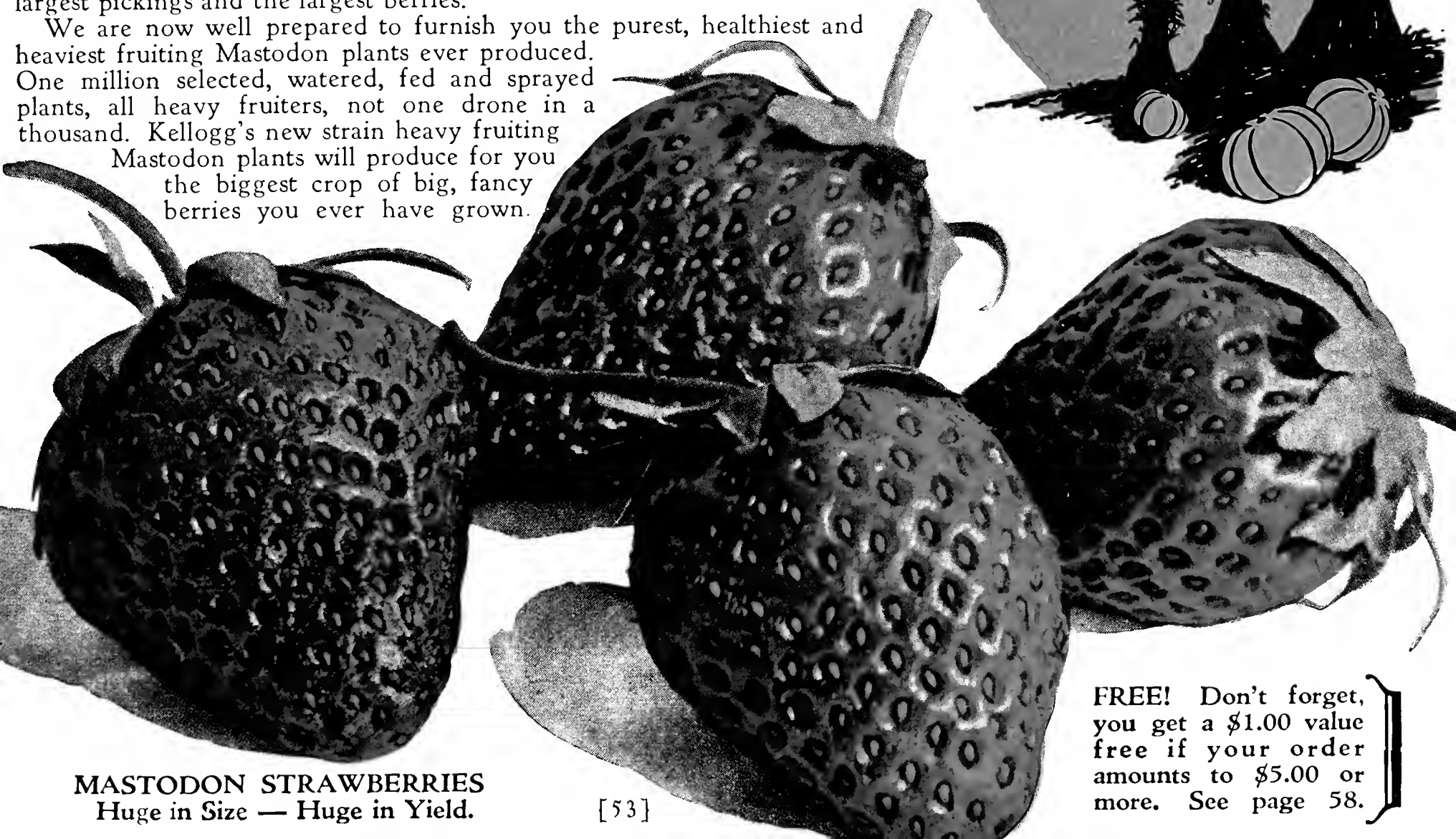
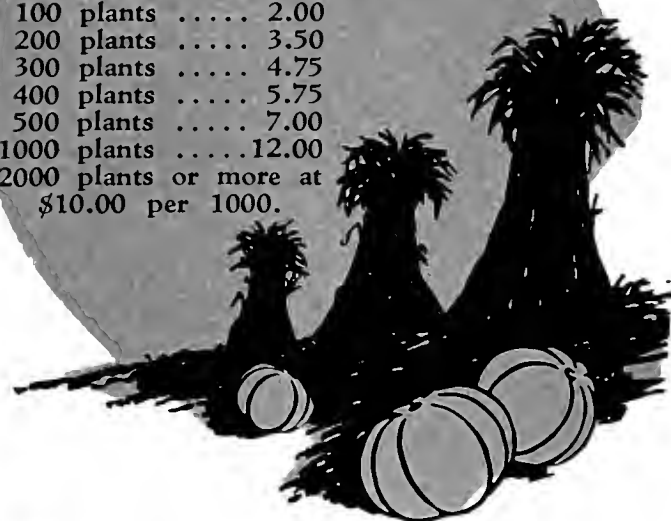
Again Kellogg's New Strain, heavy fruiting Mastodon beats all previous records in both fruit and plants. This hot, dry year, when other Mastodon plants practically failed, Kellogg's heavy fruiting strain even beat their past heavy fruiting record of last year.

These spring set plants started fruiting in July and the crop increased each month until freezing weather. September and October gave the largest pickings and the largest berries.

We are now well prepared to furnish you the purest, healthiest and heaviest fruiting Mastodon plants ever produced. One million selected, watered, fed and sprayed plants, all heavy fruiters, not one drone in a thousand. Kellogg's new strain heavy fruiting

Mastodon plants will produce for you the biggest crop of big, fancy berries you ever have grown.

25 plants\$0.75
50 plants 1.25
100 plants 2.00
200 plants 3.50
300 plants 4.75
400 plants 5.75
500 plants 7.00
1000 plants12.00
2000 plants or more	at \$10.00 per 1000.



MASTODON STRAWBERRIES
 Huge in Size — Huge in Yield.

FREE! Don't forget, you get a \$1.00 value free if your order amounts to \$5.00 or more. See page 58.

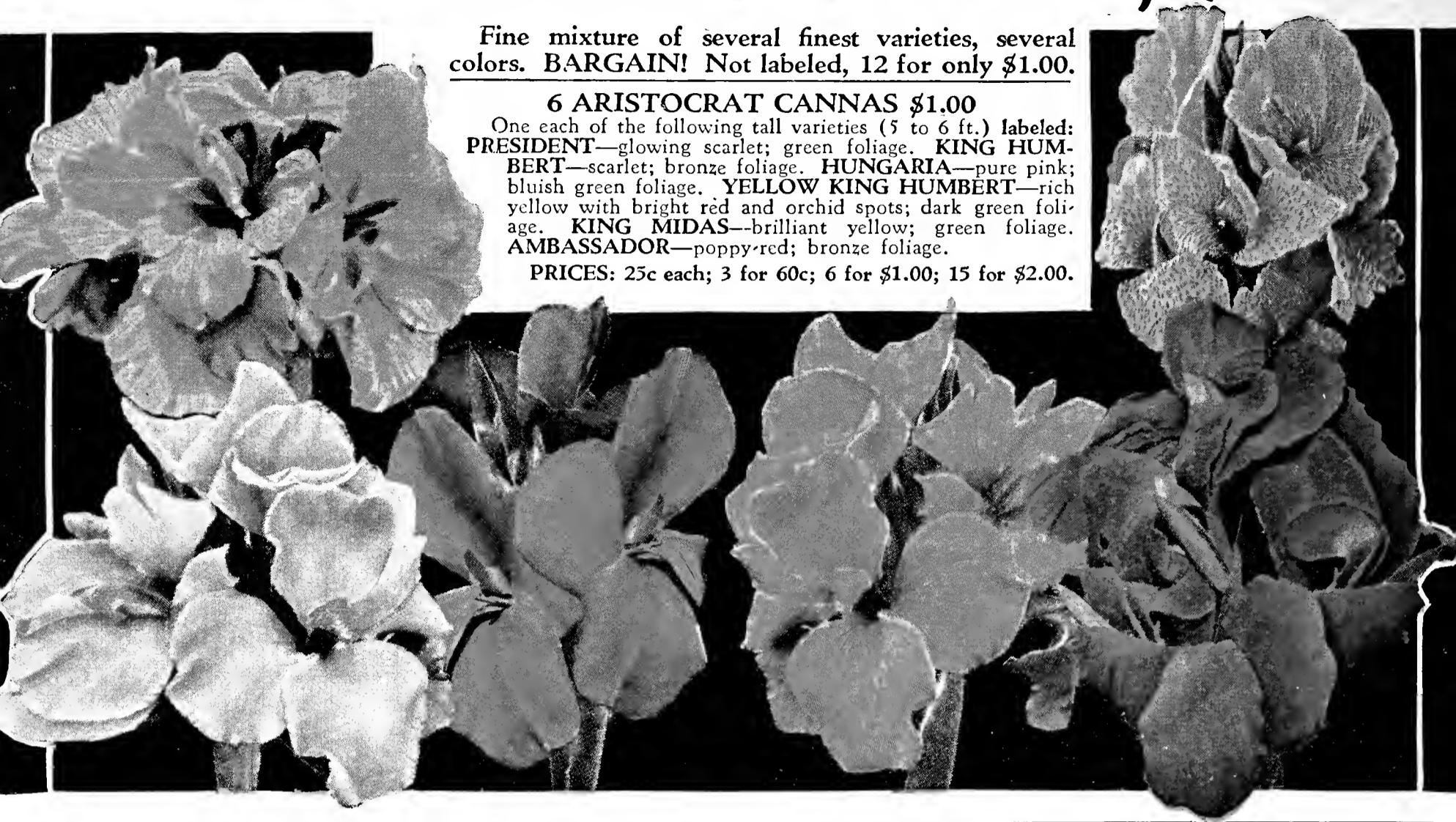
Twelve Brilliant Cannas, \$1.00

Fine mixture of several finest varieties, several colors. **BARGAIN!** Not labeled, 12 for only \$1.00.

6 ARISTOCRAT CANNAS \$1.00

One each of the following tall varieties (5 to 6 ft.) labeled: **PRESIDENT**—glowing scarlet; green foliage. **KING HUMBERT**—scarlet; bronze foliage. **HUNGARIA**—pure pink; bluish green foliage. **YELLOW KING HUMBERT**—rich yellow with bright red and orchid spots; dark green foliage. **KING MIDAS**—brilliant yellow; green foliage. **AMBASSADOR**—poppy-red; bronze foliage.

PRICES: 25c each; 3 for 60c; 6 for \$1.00; 15 for \$2.00.

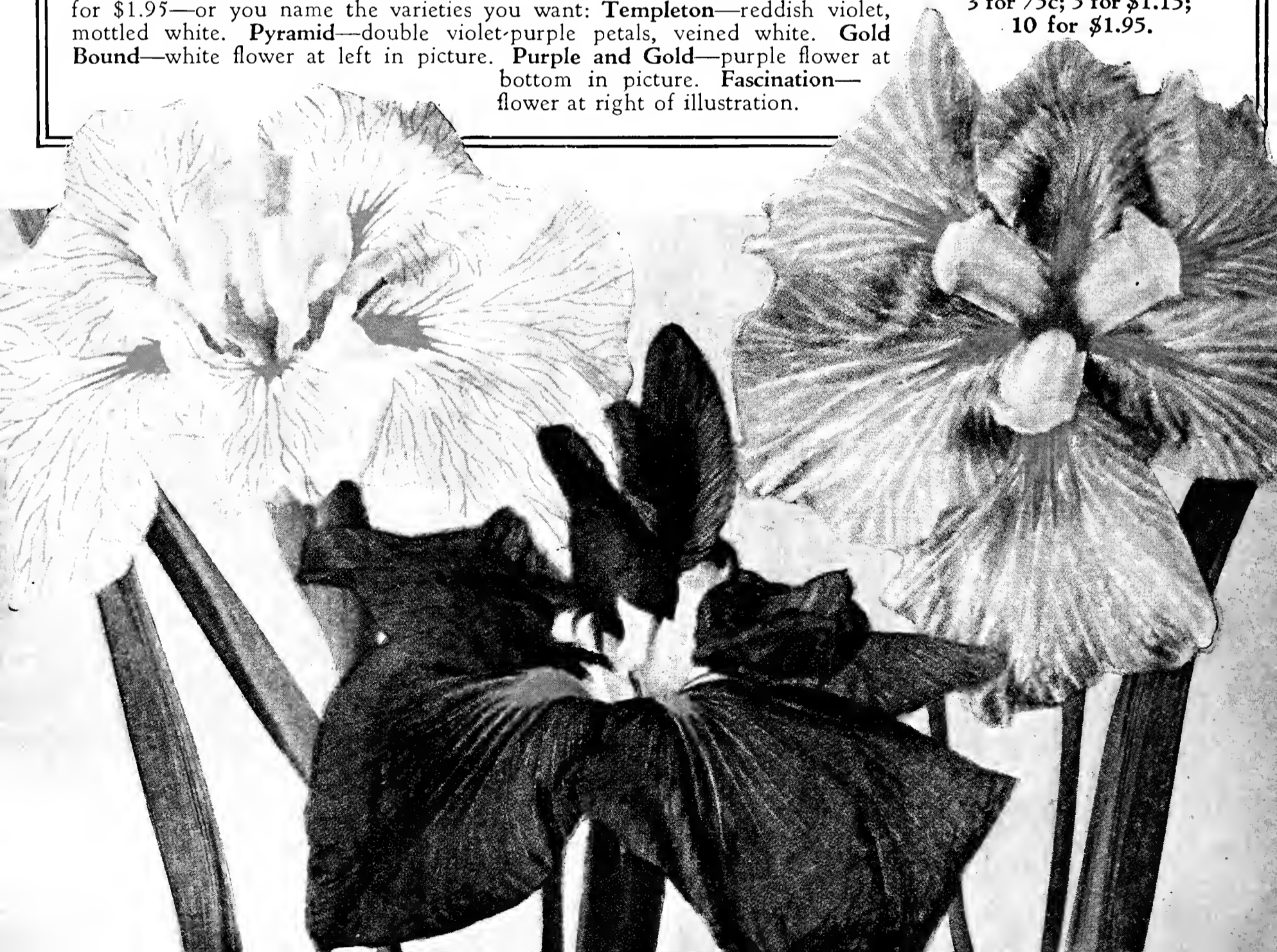


10 Beautiful Jap Iris ~ \$1.95

Rare combination of huge size and delicate beauty—flowers often measure 8 to 10 inches across. Graceful, straight stems. You get 2 each of the following for \$1.95—or you name the varieties you want: **Templeton**—reddish violet, mottled white. **Pyramid**—double violet-purple petals, veined white. **Gold Bound**—white flower at left in picture. **Purple and Gold**—purple flower at bottom in picture. **Fascination**—flower at right of illustration.

PRICES:

30c each; 2 for 55c;
3 for 75c; 5 for \$1.15;
10 for \$1.95.



Red Raspberries

Kellogg's Six Point Plants

A Big Dollar's Worth for Each Dollar Invested.

(1) Hardy, 2-year, select plants—fruit this year. (2) True-to-name. (3) Heavily rooted. (4) Clean, healthy. (5) Hand graded for size and quality. (6) Safe delivery guaranteed.

Kellogg's Cuthbert

Best Midseason Red Raspberry

Strong, hardy and healthy grower. Heavy fruiter of attractive, bright red berries, supreme flavor. One of the best for canning. Extra good for market or home gardens. Pure thoroughbred plants at the following prices:

Kellogg's Chief

Earliest of All Red Raspberries

Originated by the Minnesota State Breeding Farm. Best from 4000. Ten to twelve days earlier than any other Red Raspberry—money-maker. Hardy, disease resistant, healthy, tall grower; very easily grown. The berries are large, bright red and exceedingly delicious. Wonderful for home gardens and market.

A Dish of Latham.

Kellogg's Latham

The Latest of All Reds

Most popular late red Raspberry grown. Hardy, healthy, dependable. Strong, tall, upright, sturdy canes. Berries extra large, bright red, delicious. A real money-maker for market, a joy in the home garden. Extra long fruiting season.

St. Regis Everbearer

The Best Everbearing Red Raspberry

Absolutely the best fall-bearing red Raspberry ever offered. Fruits both summer and fall. Strong grower, heavy producer. Hardy in all soils and climates. Berries medium large, bright red, delicious. Wonderful for home gardens and a money-maker.



Thorobred Latham

Kellogg's Thorobred Raspberry plants grow big and fruit heavily.

This picture was sent to us by Mr. and Mrs. S. F. French, North Middleboro, Mass., who are making a big success with Kellogg Thorobred plants.

Prices All Red Raspberries, 2-Year Plants

12 for	\$0.95	100 for	\$ 4.50	400 for	\$12.75
25 for	1.60	200 for	8.00	500 for	15.00
50 for	2.50	300 for	10.50	1000 for	29.50

ONE-YEAR PLANTS: We offer 1-year plants of the above varieties at the following prices:

12 for	\$0.75	100 for	\$2.85	400 for	\$ 9.40
25 for	1.20	200 for	5.25	500 for	11.50
50 for	1.85	300 for	7.30	1000 for	21.00

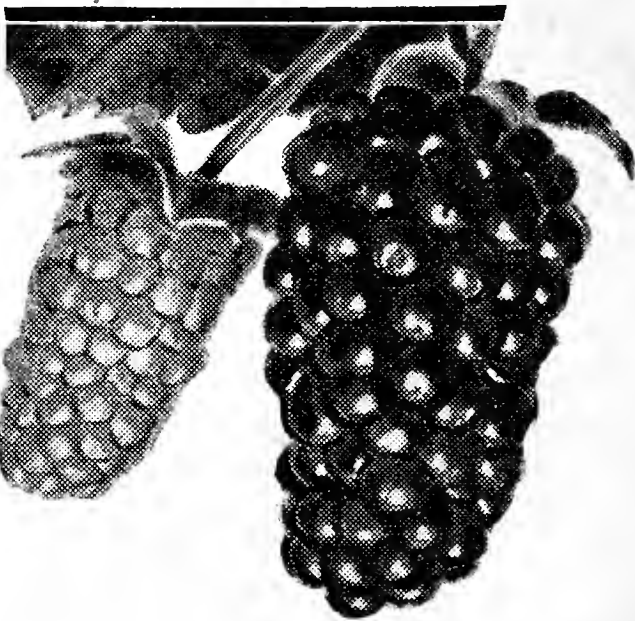
Lucretia Dewberry

Early bearing—higher prices! Large berries—easier picking saves money! Practically free from disease—save spraying expense and trouble! Thrive in light, poor soils—easily grown! Productive—bigger profits! Fine for pies, shortcakes, canning or fresh from the bush—big demand.

Commercial growers, dip into the big profits flowing from Dewberries. Home gardeners, you'll like them, too.

We supply you with fine one-year plants, 6-point strain as described above for Red Raspberries.

12 for	\$0.70	100 for	\$2.75	400 for	\$ 8.50
25 for	1.15	200 for	4.75	500 for	10.35
50 for	1.65	300 for	6.65	1000 for	18.25



Money-Saving Raspberry Gardens

Your opportunity to get Kellogg's heaviest fruiting Raspberry plants at a saving. Each variety labeled. Planting instructions sent with plants.

BIG VARIETY RASPBERRY GARDEN

84 Plants, 7 Varieties
A \$5.65 Value for
Only \$3.25
(1-yr. Plts.)

12 Cumberland (Black)	\$0.75
12 Quillen (Black) ..	.95
12 Logan (Black) ..	.95
12 Latham (Red) ..	.75
12 Chief (Red)75
12 Cuthbert (Red) ..	.75
12 St. Regis (Red) ..	.75

84 Regular Price ..\$5.65
SPECIAL Garden Price **\$3.25**

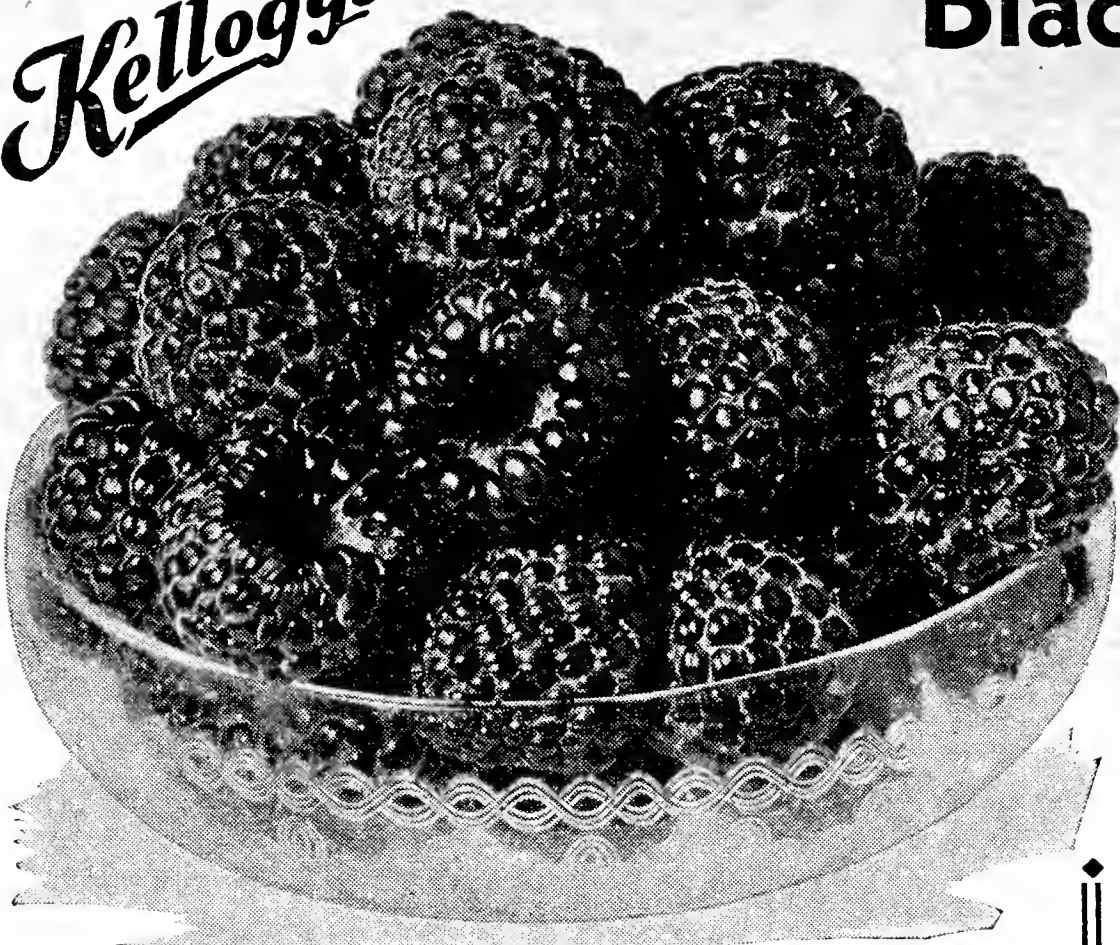
READY-TO-BEAR RASPBERRY GARDEN

84 plants, 7 Varieties.
All big, 2-yr. plants.
A \$7.55 Value for
Only \$4.25.

12 Cumberland (Black)	\$1.25
12 Logan (Black) ..	1.25
12 Quillen (Black) ..	1.25
12 Chief (Red)95
12 Latham (Red) ..	.95
12 Cuthbert (Red) ..	.95
12 St. Regis (Red) ..	.95

84 Regular Price ..\$7.55
SPECIAL Garden Price **\$4.25**

Kellogg's



A Dish of Kellogg's Cumberland

Kellogg's Cumberland

Best Midseason Black Raspberry

Hardy, dependable, tall, strong grower. Extra heavy fruiter. Large, delicious berries. Succeeds everywhere. Easily grown. Fine for home or market.



CUMBERLAND PRICES

1-YR. PLANTS	2-YR. PLANTS FRUIT THIS YEAR
12 plants . \$ 0.75	12 plants . \$ 1.25
25 plants . 1.15	25 plants . 2.00
50 plants . 1.85	50 plants . 3.00
100 plants . 3.00	100 plants . 5.00
200 plants . 4.50	200 plants . 8.00
300 plants . 5.75	300 plants . 10.50
500 plants . 8.75	500 plants . 16.00
1000 plants . 16.00	1000 plants . 30.00

Washington Asparagus

Giant Rust-Proof.

Big crops of tender, juicy stalks first spring after planting. A big crop every year for 20 years or more. Requires less work and attention than any other vegetable. Only BIG 2-year plants furnished.

12 plants\$0.50	200 plants\$ 2.85
25 plants75	500 plants 5.25
50 plants 1.25	1000 plants 10.00
100 plants 2.00	2000 plants 18.00

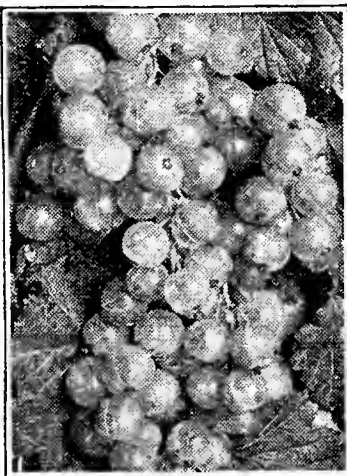
Giant Victoria Rhubarb

Don't do without this appetizing dainty. Order enough for your home needs now.

6 roots ..\$0.85	25 roots ..\$2.00	75 roots \$4.25
12 roots . 1.25	50 roots .. 3.00	100 roots 5.50



IMPORTANT!
Currants and Gooseberries must be shipped before May 10th.



Gooseberries

Downing. Fruit is large, green with yellowish cast when fully ripened. Prices, 2-yr. plants, 30c each; 3 for 75c; 10 for \$2.00; 25 or more at 18c each.

Currants

Perfection. Often called the Wonder Currant. Extra large, bright red fruit. Very heavy bearer. Bunches always well filled to the end. Best of all reds. Price, 2-yr. plants, 30c each; 3 for 75c; 10 for \$2.00; 25 or more at 18c each.

Black Raspberries

Kellogg's Select Heavy Fruiting Plants

It's easy to grow big crops of delicious berries with Kellogg's select, heavy-fruited Black Raspberry plants. One of these healthy, heavy fruiting plants will produce more big berries than two or three weak, poor-fruited plants. Plant the best and grow the best.

Kellogg's Quillen

Latest of All Black Raspberries

New wonder, jet-black Raspberry. Extra strong, sturdy, healthy grower, big and tall. A real wonder for heavy fruiting. One week later than any other Black Raspberry. Splendid for home gardens and market.

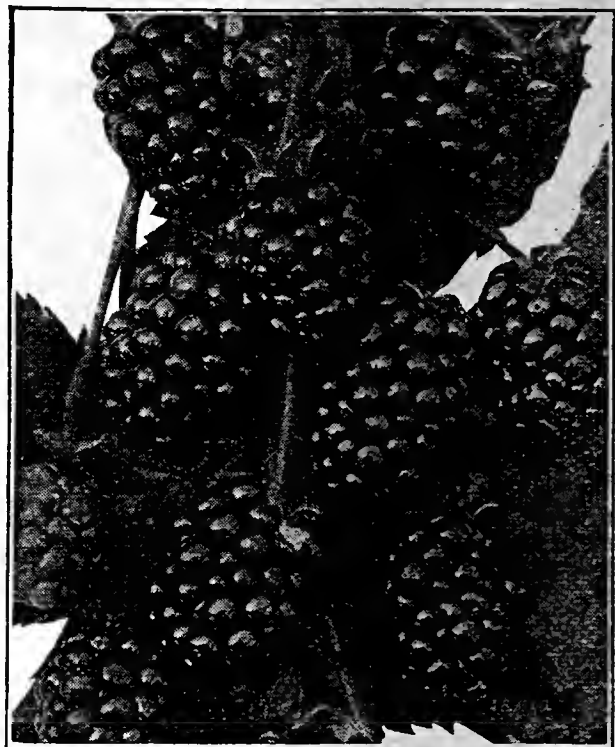
Kellogg's New Logan

Earliest of all Black Raspberries.

Sturdy grower; very heavy yielder of large, jet black, sweet berries. One week earlier than any other dependable black Raspberry. Easily grown. Big money-maker.

PRICES, LOGAN AND QUILLEN

1-YR. PLANTS	2-YR. PLANTS FRUIT THIS YEAR
12 plants\$ 0.95	12 plants\$ 1.25
25 plants 1.50	25 plants 2.00
50 plants 2.00	50 plants 3.00
100 plants 3.25	100 plants 5.00
200 plants 5.10	200 plants 8.00
300 plants 6.65	300 plants 10.50
500 plants 10.25	500 plants 16.00
1000 plants 19.50	1000 plants 30.00



Eldorado Blackberries

Eldorado is a big, strong, hardy grower and very heavy producer of big, jet black, sweet, delicious berries. Ripens rather late and is seldom injured by frost. The big berries are produced in large clusters.

PRICES:

12 for....\$0.75	200 for..\$ 5.25
25 for.... 1.20	300 for.. 7.30
50 for.... 1.85	500 for.. 11.50
100 for.... 2.85	1000 for.. 21.00

EXTRA SPECIAL BARGAINS

12 "New World" Iris \$1.00

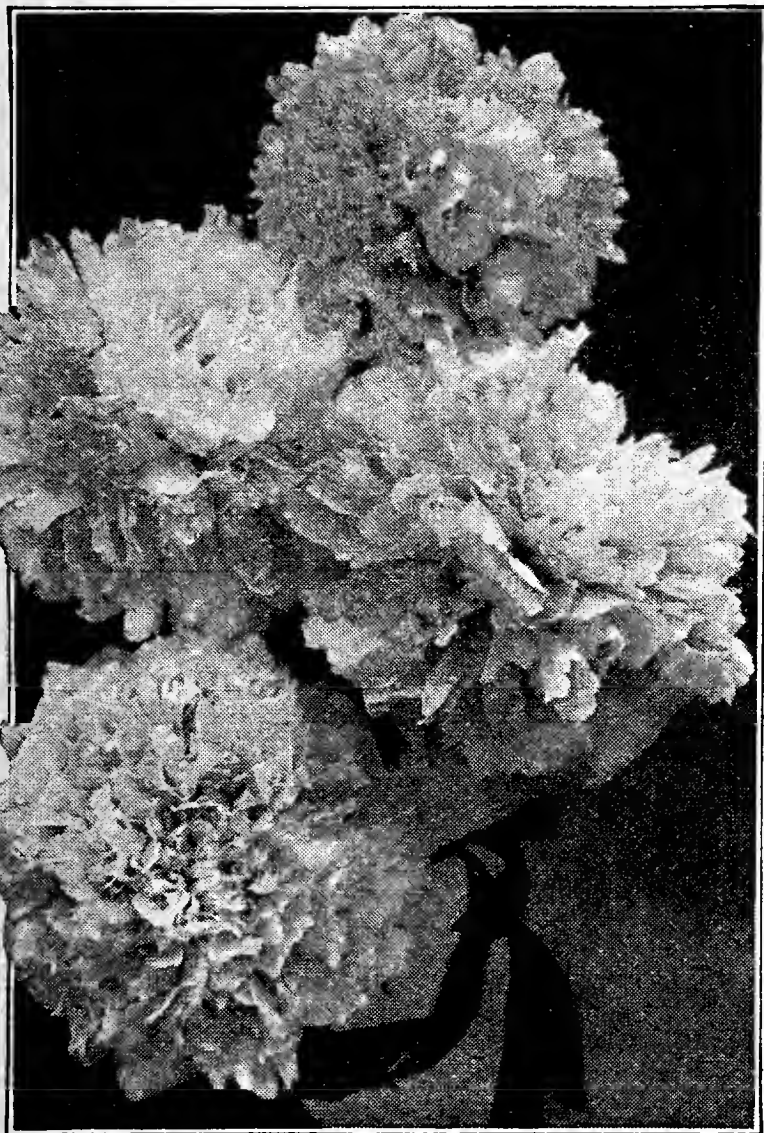
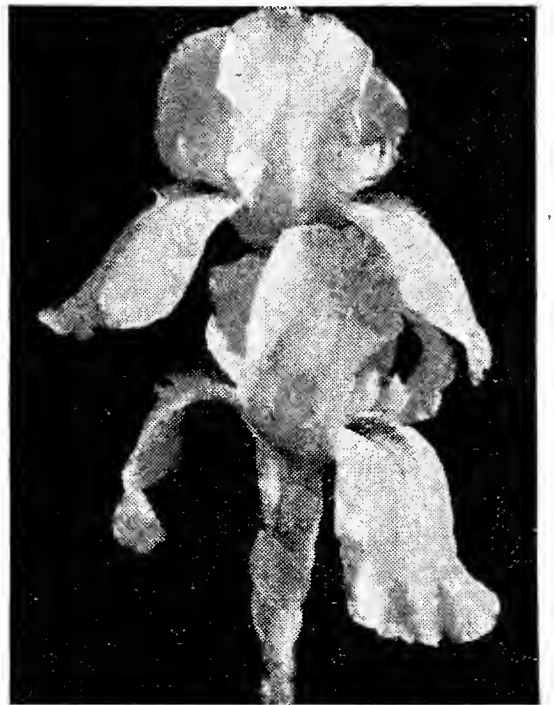
12 Charming Beauties

Twelve big flowering varieties. These come from Kellogg's test beds where 40 outstanding varieties are now under observation, and from these 40 will be chosen varieties to be sold later at 35c to 75c each when labeled. Already one has been introduced at 75c each. Order at once. Limited supply. Big color range. Varieties not labeled.

Autumn King FREE!

Send us your order for the 12 New World Iris before April 15th and we will send you FREE OF EXTRA CHARGE 1 Autumn King, regular price 35c, BLOOMS IN FALL. If you order two of the above collections before April 15th we'll send you one Autumn King Iris, labeled, value 35c, and one Sateena Iris, labeled, value 75c, FREE OF EXTRA CHARGE, or 3 Autumn King. Your order must be mailed before midnight, April 15th.

Offer Expires April 15th



12 Peonies \$2 or 5 for \$1.00

A fine mixture of 12 beautiful Peonies, regular value \$4.00, for only \$2.00. We send you a fine range of colors—red, pink, and white mixed—not labeled. All are fine outstanding varieties that produce big fluffy balls of beauty. We are able to give you this wonderful value only because the varieties are not labeled. If we labeled the varieties we would have to ask you at least twice as much.



20 Dwarf Iris Only \$1

These are the chubby darlings of the Iris family. They will add pertness and sauciness to your border or rock garden. Grow only 6 to 10 inches high—many, many flowers—bloom very early in spring, almost as soon as foliage appears. We are quoting prices that make them available for borders as well as rock garden. For \$1.00 you get the following: 4 Grand Mogul, violet-purple; 4 Lobelia, violet; 4 Negus, red-violet; 4 Marocain, rich purple; 4 Verna, purple-violet. 20 in all.

PRICES: 20 for \$1.00; 50 for \$2.00; 100 for \$3.50.

SURPRISE Rock Garden

15 Fine Plants

Any rock garden enthusiast will be delighted with this fine value. You get 15 choice plants, all different, all fine varieties. We refrain from naming these plants because we want to give you the biggest surprise you ever had. Guaranteed to please. All plants neatly packed.

\$2.00



Free!

Any \$1.00 Value
in this Catalog

Offer Expires April 15th

You must take advantage of this offer before April 15th, otherwise we cannot send you the One Dollar Value FREE. Order now. Do not delay.

There are dozens, yes, hundreds of Dollar Values in this Garden Beauty Book you would like to have—Azaleamum, Dazzler Carnation, Rose Dawn Dianthus, New Painted Daisies, and many other things. We'll let you choose what you want.

To get the One Dollar Value FREE just squeeze your pocketbook a little and make your order for plants or other stock amount to \$5.00 or more, then add any One Dollar Value you wish to your order and we will send it to you entirely FREE.

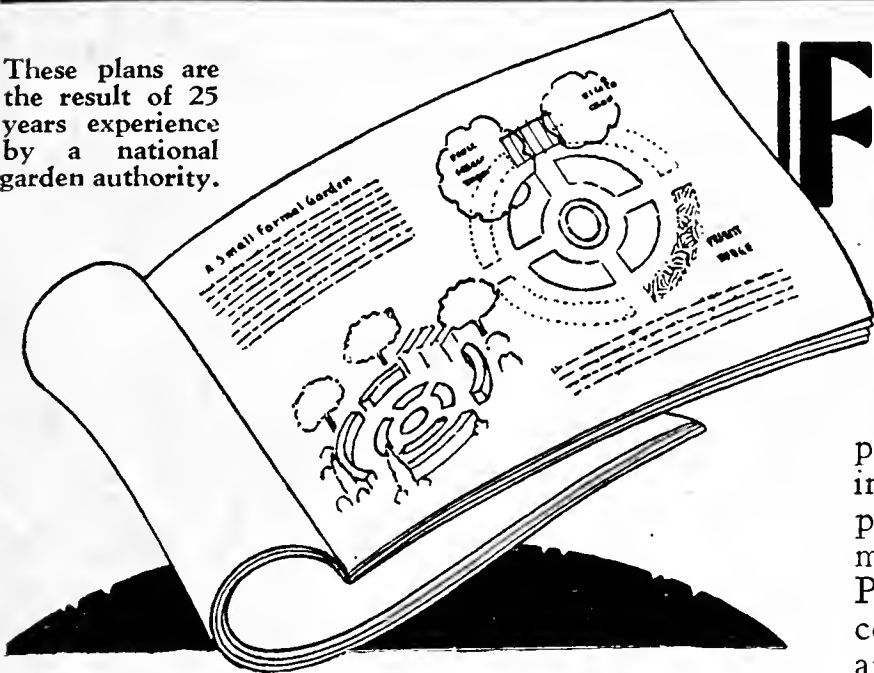
These plans are the result of 25 years experience by a national garden authority.

FREE! 25 GARDEN PLANS

Yours With a \$3.00 Order

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All soils become good soils when Kellogg's Miracle Peat is used. Plants double and triple in size, blooming becomes sure; and quantity, beauty and size of blooms are assured. Plants become healthier, hardier, and sturdier. You will be amazed and delighted at the results.

Miracle Peat is composed of deep, age-old, fresh-water deposits of aquatic plants. It contains nitrogen, phosphate, and potash; all exceedingly valuable plant foods. Miracle Peat's slight acidity discourages dandelions and many other obnoxious plants. We emphatically recommend this newest aid to garden culture—this newest friend of plants.

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SOIL MULCH. Miracle Peat is wonderful applied as a mulch right on top of the ground. Especially fine for Clematis, Roses, and other plants that do better when the soil around the roots is protected. Scattered as a top dressing over lawns, it makes them greener, hardier, and healthier. Spread on thin and brush in with an old broom.

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**This Little Plant || This Little Plant
Had Miracle Peat Had None**

One of these plant youngsters had a good ration of Miracle Peat while the other had none. The first is big, strong, vigorous, and healthy, while the other is only small and average. This small plant did not have Miracle Peat. The plants shown are Canterbury Bells only a few weeks old. These young plants show how quickly results are obtained.

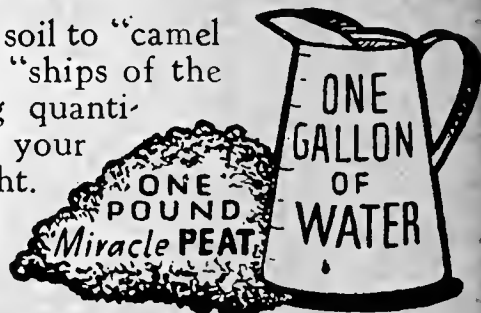


Most Plants Use This Much

A double handful of Miracle Peat is ample for most perennial plants. A bagful will fertilize and mulch about 50 plants.

1 Pound Absorbs a Gallon of Water

Miracle Peat turns your soil to "camel soil" for, like the famous "ships of the desert," it stores amazing quantities of moisture ready for your plants in seasons of drought. It will absorb water to about 800 per cent of its own weight.



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... THE BOOK OF

Dianthus, Rose Dawn

(Color picture on page 63).

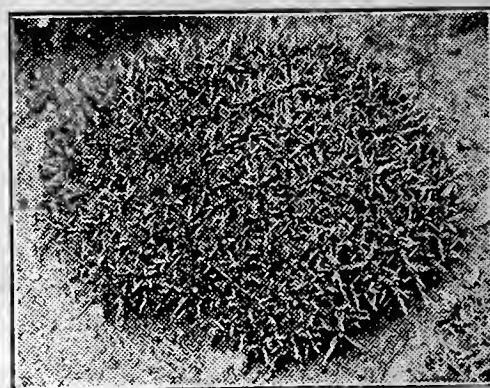
This flower is pretty, right from the word go! First it appears as a little cushion all soft and fuzzy like the back of a furry kitten. Then in May flower buds appear—hundreds of them—on short, straight stems that bristle out like the quills of a frightened porcupine. And then late in May blooms appear, like a beautiful miniature fireworks display, like hundreds of tiny rockets all exploding at once. Blooms similar to Maiden Pink but pure pink, no markings, about $\frac{3}{4}$ inch across, 3 or 4 inches tall. Fine for border or rockery. Thrives in ordinary soil.

PROGRESS ...

Stands partial shade. We have never seen a plant so unique and beautiful as this. Dianthus Rose Dawn is new this year. Order at once. Be the first to display it.

Prices:

1 for .. \$0.50
3 for .. 1.00
7 for .. 2.00
12 for .. 3.00



The picture above shows a Dianthus Rose Dawn plant in the "fuzzy kitten" stage—just as pretty as it can be! Foliage is glaucous (bluish tinged) and **EVERGREEN ALL WINTER**. (Color picture page 63).

... THE BOOK OF



\$60.00 Was Price Paid for Only $\frac{1}{4}$ Ounce of Dianthus Loveliness Seed

Gold at the time this book was written was priced at \$36.75 per ounce. DIANTHUS LOVELINESS SEED WAS PRICED AT \$240.00 PER OUNCE—more than $6\frac{1}{2}$ times the value of the precious metal. We actually paid \$60.00 for only one-quarter ounce of DIANTHUS LOVELINESS seed—\$60.00 for a teaspoonful—\$60.00 for a tiny quantity that you could blow away with one whiff of your breath.

(See color picture on page 63).

Dianthus Loveliness (imported from England) is a flower so new and so unusual that you will hardly believe it is real—it is more like a dream flower painted by some very imaginative artist. There is nothing else we can use for comparison. Actually Dianthus Loveliness is like Dianthus Loveliness and like nothing else. We only ask you to look at the picture—words can help but little, and the picture does not say half enough.

PROGRESS ...

You Pay Only \$1 per Plant

Dianthus Loveliness makes a plant similar to a clump of low ornamental grass; leaves 5 to 6 inches high and whole plant 6 to 8 inches across. A very fine ornament in any border, rockery or bed.

Above this the blooms appear on slender 8- to 10-inch stems often 25 or more stems to a plant, each stem with several of the dainty flowers. Blooms quaint lavender in color, throat apple green with pretty brown dots. Flowers $1\frac{1}{2}$ to 2 inches across.

Order Dianthus Loveliness for its loveliness—for its newness—for its unusualness. Only a few plants can be grown from a teaspoonful of seed, so the supply is decidedly limited. Order now.

Prices Dianthus Loveliness: \$1.00 each; 3 for \$2.25.

Dianthus From England

(Deltoides Erecta)

(Color picture on page 63).

A soldierly little brother (or sister if you choose) of Maiden Pink, imported from England. Dianthus Deltoides Erecta is a Maiden Pink that has gone in for physical education—it has drawn back its shoulders, straightened up and polished up in true military fashion.

The blooms of Dianthus Deltoides Erecta are really identical with Dianthus Deltoides in size and shape but richer in color, at times becoming almost red. They have the same dainty markings and the same dainty form but instead of lopping and sprawling, they stand up straight and erect—4 or 5 inches high. The foliage is an improvement, too, being upright, glossy, and healthy. Fine for borders, rockeries, beds. New!

Prices: 50c each; 3 for \$1.00; 10 for \$3.00.

Globe Flower

(Trollius)

(Picture at right).

Amazingly beautiful shade of orange-yellow with fluffy stamens of still richer color. Seems to glow with its own hidden fire. Beautiful dull green foliage. Flowers $1\frac{1}{2}$ to 2 inches in diameter; flower stems 1 to 2 feet high. A delightful flower. Price: 35c each; 4 for \$1.00.

Sky Blue Daisy

(Aster Subcaeruleus)

(Picture at right).

Just think—a pretty blue Daisy with golden yellow center. The blue is tinged with mauve just enough to make a wonderful combination with the orange center. Here is one of the prettiest little flowers you can imagine. Grows only 10 to 12 inches high, makes a beautiful border, fine in beds or rockeries. Price: 20c each; 6 for \$1.00.

Bleeding Heart

(Dicentra Spectabile)

(Picture at right).

Flowers that are truly heart shaped with little pendants like little drops of blood; later they open, exposing an almost pure white interior. Foliage medium shade of green with reddish stems. Grow about 24 inches high. Fine for shady places. Like moisture. Price: 50c each; 3 for \$1.00; 6 for \$1.75.

Mountain Bluet

(Centaurea Montana)

(Picture at right).

A little darling for rockery, bed or border; and it is blue—the lovely dark beautiful blue that sets off other colors so well. Wonderful with Trollius, Iceland Poppies or other orange flowers. Note the seed pod—looks like a dainty tight-laced bodice, doesn't it? Grows 8 to 10 inches high. Price: 20c each; 6 for \$1.00.

DIANTHUS

(*Dianthus Neglectus Compacta Glauca*)

TRADE

MARK

ROSE DAWN

PERFECTLY HARDY. Lives through coldest winter weather.

EVERGREEN FOLIAGE. Stays green the year 'round—a new departure in the field of perennials.

VERY LOW GROWING. Meets the demand for a very low and compact plant for borders and rockeries, or for out-front planting in any garden.

KNOWS ITS PLACE. Does not run wild. Keeps its shape.

LONG BLOOMING. Four to six weeks blooming period.

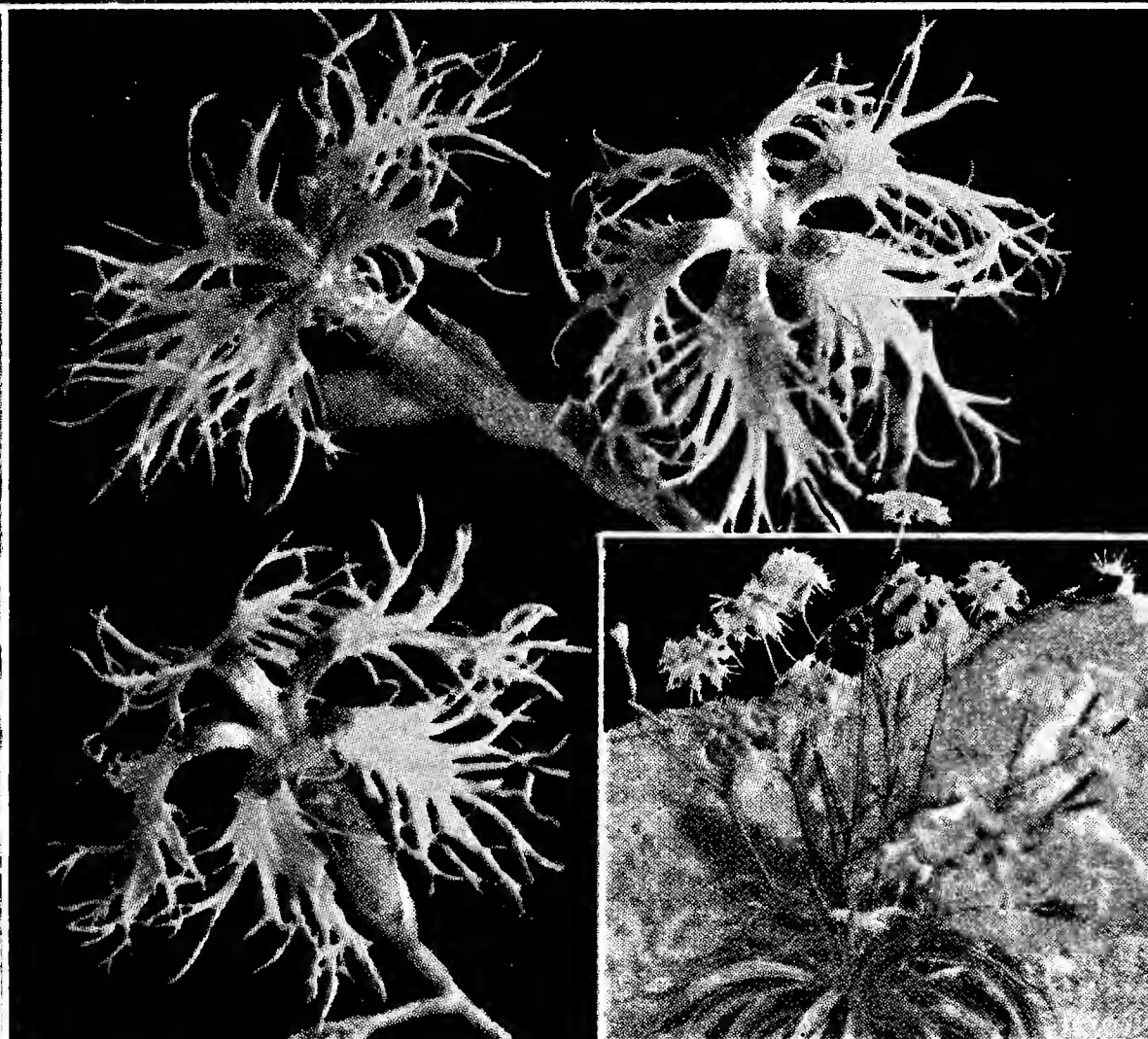
BLOOMS AT DECORATION DAY when flowers are most in demand.

FLOWERS ERECT. Unlike other *Dianthus*, flowers do not lean—no lopping.

NEW! Order now. Be the first to have *Dianthus Rose Dawn*.



Dianthus from England
Deltoides Erecta



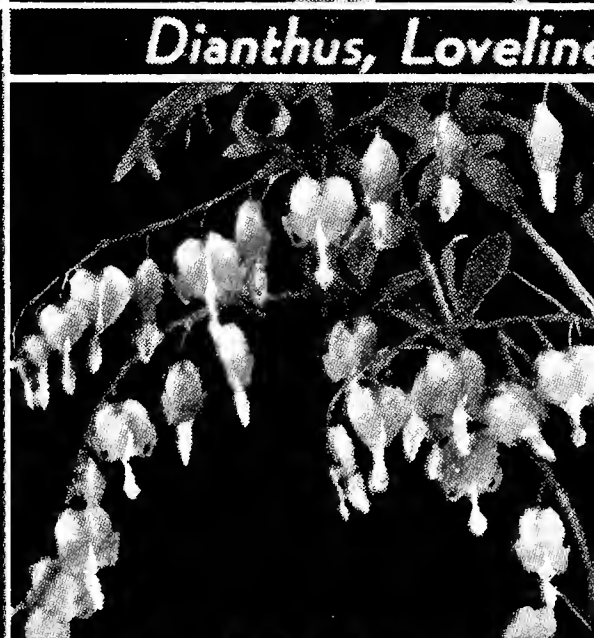
Dianthus, Loveliness (from England)



Trollius



Sky Blue Daisy



Bleeding Heart



Centaurea Montana

Dazzler Carnation is sold only by R. M. Kellogg Co., Three Rivers, Mich. Cannot be purchased elsewhere

Blooms First Year!

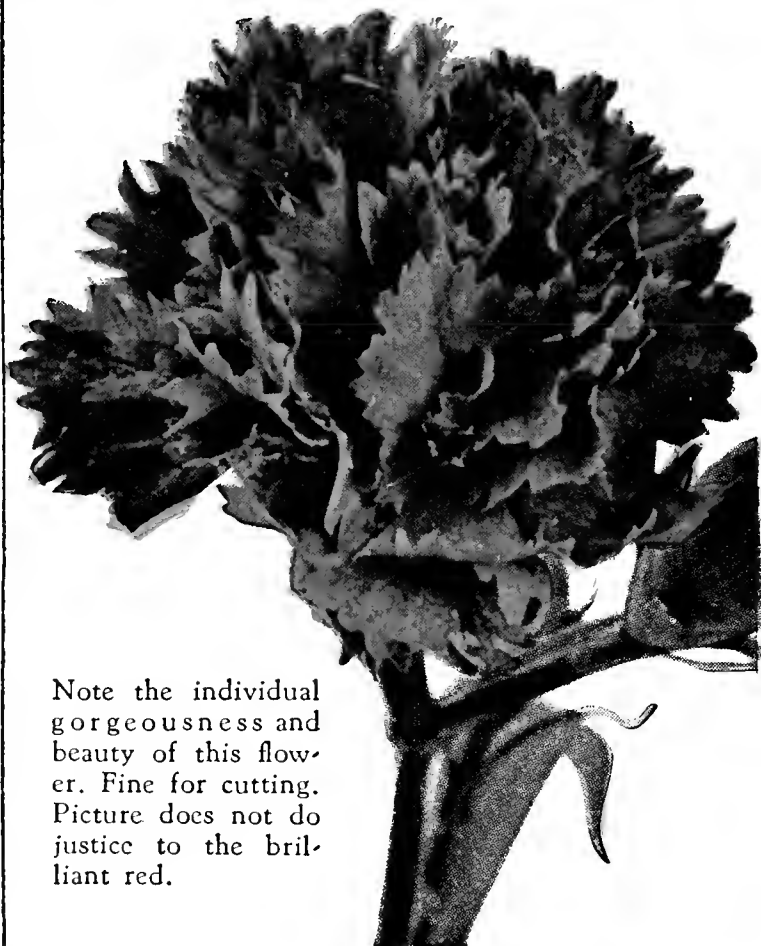


... THE BOOK OF

PROGRESS ...

TRADE MARK

DAZZLER



Note the individual gorgeousness and beauty of this flower. Fine for cutting. Picture does not do justice to the brilliant red.

Dazzler Blossom FULL SIZE

40 to 50 bright crimson flowers open at a time—a plant that grows nearly as big as a bushel basket—this display continues from about June 15th until November 1st—HARDY, has withstood 40 degrees below zero—a brilliant spot of flaming color in your garden!

John McDonald, of Minnesota, says Dazzler blooms "like a house afire."

Flowers of the most brilliant red you ever saw, and are produced in such abundance as to make a gorgeous, brilliant display. Sends up 20 to 30 straight and strong blooming stalks 15 to 20 inches high, each stalk with several flowers.

The only plant that can rival Dazzler is Azaleamum. Dazzler is a wonderful companion plant to Azaleamum—just as showy—blooms 6 to 8 weeks earlier. Dazzler is the gem of the rockery, the dazzle of the flower garden, the king of the border, and the greatest of all flowers for group planting. Glorify your garden with Kellogg's Dazzler, the brightest red and most dazzling flower of all time.

8
for Only
\$2.00
Postpaid

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DAZZLER

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World's Fair Sensation

Dazzler Carnation and Azaleamum were pronounced the two outstanding flowers in the prize gardens at the Horticultural Exhibit at the Century of Progress in 1934. They created a sensation. Thousands of people wrote us for information.



R. M. Kellogg Co., Three Rivers, Mich.